



# **Social Media On-A-Stick: A uses and gratification approach toward helping mobile food vendors engage consumers on Instagram**

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Thuy-Vy Bui

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## About the Author

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Thuy-Vy Bui is a native Minnesotan born and raised in the Twin Cities. After graduating from the University of Minnesota's College of Liberal Arts with a Bachelor of Arts degree in Communication Studies in 2010, she started Que Viet Concessions, a mobile food vending company based out of Minneapolis, MN. She also began working in the Office of Admissions and has held various positions including Admissions Counselor, Senior Admissions Counselor, Asian-American Recruitment Coordinator, and National Merit/Honors Recruitment Coordinator. Currently, she serves as Recruitment and Admissions Project Manager, the liaison between the Office of Admissions and Royall and Company, the direct marketing vendor responsible for prospective student communications.



When she is not working at the Office of Admissions, she spends a majority of her time traveling around Minnesota attending festivals and special events with her concessions trailer. In 2014, she completed her Master of Arts degree in Strategic Communication from the School of Journalism and Mass Communication at the University of Minnesota Twin Cities. She plans to become a consultant specializing in helping small businesses grow. In her spare time, she writes for the lifestyle blog "This Low Carb Life" and enjoys spending time with her family and friends.

## Abstract

The power of social media is rapidly changing the way brands are communicating with their primary consumer segments. Social media provide channels for brands to connect and engage with consumers like never before. The emergence of user-generated content on social media is writing new rules for communicators. Businesses, specifically those in the mobile food industry are turning to social media to strengthen their brands. Though Facebook and Twitter are prevalent among internet users, Instagram is rapidly growing and showing promise as an effective way to engage consumers. This study utilizes existing research on the Uses and Gratification Theory to explain why social media users are turning to Facebook and Twitter to fulfill their needs. The research indicates that users are engaging in these platforms to fulfill social-integrative needs, i.e. “connect with others.” Additionally, existing research on the Uses and Gratification Theory serves as a basis to explain how Instagram can have a similar effect. To find out how Instagram gratifies specific needs, this study surveyed 111 people who own Instagram accounts. The survey revealed that people use Instagram to “connect with others” followed by “entertainment purposes.” Additionally, a content analysis was conducted to examine patterns among mobile vending companies and how they relate to gratifications. The content analysis revealed that although cognitive needs were present most often in posts, posts that gratified social-integrative needs had the most user engagement through “likes” and “comments.” Finally, a focus group was conducted to measure user attitudes’ toward different types of Instagram posts to provide the framework for a new social campaign. The findings from both the primary and secondary research are used to develop a strategic Instagram marketing plan for Que Viet Concessions.

## Introduction

In recent years, there has been an increased focus on the topic of social media and why people use it. Social media is rapidly changing the way businesses and organizations interact with their publics. As social media usage continues to grow and evolve with advancements in technology, it is important for communicators to understand the motivations behind consumer engagement. The Uses and Gratifications Theory is an approach that allows communicators to understand what motivates social media users to engage in certain platforms. Over the past few years, there have been numerous studies exploring the motivations behind user engagement of the internet and social media platforms such as Facebook, Myspace, and Twitter. This study will apply the Uses and Gratifications Theory to Instagram, a social media platform, to explore how it can help mobile food vendors increase engagement with their core consumer segments. Once data is collected and results are analyzed, the information will be

used to develop a strategic Instagram marketing plan for the Instagram account of Que Viet Concessions.

Que Viet Concessions is a mobile food vending company. Like many of its competitors, it travels to various locations in order to serve concession items and provide a unique dining experience to patrons. Currently, Que Viet Concessions has a website, Twitter handle, and Facebook account (Appendix H). Its Facebook account serves as the main information portal for patrons as it provides updates regarding events, menu items, and specials. Its Twitter account is connected to the Facebook account and is also used to provide real-time updates to fairgoers. Though Que Viet Concessions is in the social media race to gain and activate a large fan base, it lags behind competitors in regard to consumer engagement. Other mobile food vendors are continuing to find innovative ways to connect with their target consumers. For example, Sweet Martha's Cookies, a very large food vendor at the Minnesota State Fair, has garnered thousands of followers on Instagram and Twitter through creative posts and celebrity endorsements. In an age where anyone can be a brand ambassador and also access information about a company through the World Wide Web, it is important for mobile businesses to not only have a stand out product, but also build a buzz through a community of supporters who will promote their products. Mobile food businesses are realizing that digital, social, and mobile technologies have the ability to help them grow exponentially. Whether it is cultivating a community of supporters or giving the world an exclusive sneak peek at a new product, social media has the power to help mobile food vendors strengthen their brands. Platforms such as Facebook and Twitter serve as effective media to facilitate the relationship building process between brands and their consumers.

Instagram has quickly become one of today's top choices among social media users. Instagram was launched in October 2010 and by December of 2010, it had already garnered

over one million users. Today, Instagram has over 200 million active users (70 million in the United States) and hosts nearly 75 million daily users. The website itself hosts over 20 billion photos uploaded by users all over the world (Instagram, 2014). This tool offers users the ability to post pictures and 15-second videos to share with the world. According to a social media usage study conducted in 2013, Instagram usage grew four percent, the highest usage increase following Pinterest with six percent. The same social media usage study found that of the 1,445 internet users surveyed, 15% were men, 17% were women, and 37% were between the ages of 18-29. Additionally, 18% were between the ages of 30-49. It was found that Instagram is largely made up of urban, youthful demographics with a skew towards women (Duggan, Smith, 2013). Instagram's growing popularity makes it an ideal platform of choice for communicators because it provides a versatile stage that can host a number of strategic initiatives to market a business, brand, or specific product.

The visual nature of Instagram provides a unique advantage for content creators because images can trigger emotion, which can serve as drivers to desired actions. The filters offered on the Instagram platform have the ability to transform mundane photos into new realities for users. According to Ben Long, a photographer and writer for Macworld, "Instagram images tend toward abstraction, and are more powerful to viewers because they have to work harder to interpret the images. And, as they do so, viewers escape to whatever feelings, memories, and experiences the images evoke" (Long, 2011). Although Instagram has grown in usage and popularity over the past three years, it is still in its infancy in the realm of social science research.

This study examines existing research on the application of the Uses and Gratifications Theory on Facebook and Twitter. Additionally, primary research is conducted through a survey, content analysis, and focus group to gather data and insights on Instagram usage. Existing

research suggests there is an opportunity for mobile food vendors to explore new strategies/tactics on Instagram. This study seeks to understand how the Uses and Gratifications Theory plays a role in generating successful content on Instagram.

## Literature Review

### Research Questions

*These questions will be addressed by both literature review data and original research.*

1. How do social media play a role in contemporary food and beverage marketing?
2. How can the Uses and Gratifications Theory be applied to social media?
3. What motivates users to engage in social media?

### Social Media Usage, Marketing, and Motivations

Today's consumers are well-connected, with most owning multiple digital devices. They are active online and will often access the internet on their mobile devices. The proliferation and accessibility of social media channels has made it possible for millions upon billions of people to literally and figuratively "connect" almost instantaneously. According to a Pew Research Center survey, 73% of online adults in the United States now use a social networking site of some kind (Duggan, Smith, 2013). Although Facebook is the primary platform utilized by social media users, they are making a conscious decision to diversify into other platforms. The same Pew Research Center survey also collected data that implied nearly 42% of online adults use multiple social networking sites and Instagram users were likely Facebook users who check the sites on a daily basis (Duggan, Smith, 2013). Social media allow businesses to interact directly with their consumers, which strengthens their association with their brands.

Social media marketing in the food and beverage industry has made many strides over the past few years. Unlike traditional media such as company websites or paid outdoor advertisements, social media create a two-way street between businesses and their core consumer segments. In a 2013 Green Hasson Janks Food and Beverage Industry Survey, 78.9%

of executives reported that social media had a significant impact on their business (Demann, et. al, 2013). Additionally, the same survey indicated 50% of respondents reported they were using social media to gather feedback and engage with their consumers (Demann, et. al, 2013). Small businesses within the food and beverage industry are turning to social media to cut costs while still being able to compete with large companies in the marketing arena. Social media has allowed businesses to shape the conversations among the communities they have created. Additionally, social media can help businesses establish an open flow of communication with their core consumers, build brand equity, market existing or new products, and build awareness among potential consumers.

In an article written by Bob Marshall, a social media strategist for SocialLogic Marketing (a communications company providing social media strategy, community management, and content development for clients in the food, CPG, and automotive categories), brands are viewing social media as a crucial piece in the overall marketing strategy and he noted the food and beverage industry is leading the race in finding cost effective ways to mobilize an enthusiastic audience (Marshall, 2012). Marshall states that there are three truths about social media marketing:

1. In order for a fan base to talk, it needs something to talk about.
2. The need for conversations goes beyond company products and services. The presence of brands on social media is more intrusive when posts do not appeal to the broader interests of consumers.
3. It doesn't take millions of dollars to succeed online.

Today, some of the most popular social media platforms include Facebook, Twitter, Instagram, Pinterest, and LinkedIn. Of these platforms, Instagram is one of the fastest growing social media platforms in terms of user numbers even though it is newer than its competitors (Lunden, 2014). According to the old adage, "a picture is worth 1,000 words" ...on Instagram, it is worth 1,000,000 "likes." In a world filled with foodies and endless combinations of hashtags,



Instagram presents itself as an opportunity for users to share pictures of food and their dining or product experiences with one another. Mobile food vendors can join the conversation by posting their own photos and engaging with their core consumers who follow them on Instagram. Additionally, mobile food vendors can benefit from the free advertisement and organically generated user created content.

## Instagram

Instagram exhibits especially high levels of user engagement, meaning a majority of its users check the site/application on a daily basis. According to a Pew Research Center study, 57% of Instagram users visit the site at least once a day, with 35% visiting multiple times per day, while 46% of Twitter users are visiting daily with 29% visiting multiple times per day (Duggan, Smith, 2013). Instagram has some distinct features that are particularly useful to businesses. These features include hashtags, “@ mentions,” location tags, and biography space (Bernardo, 2013). Additionally, Instagram provides a feature that allows users to edit photos using filters that create aesthetically pleasing posts for followers.

There are a number of reasons why users may choose to engage in Instagram. Whether it is sharing photos, looking at photos, or staying connected with friends and celebrities, there are a lot of factors contributing to a user’s motivation to seek out Instagram and actively use it. In the early 1970’s, researchers began to explore the notion that people held varying motives for choosing different forms of media. Elihu Katz and Jay Blumler are noted to have found the link between how media is used and why it helps users achieve gratification. Understanding the underlying reason why Instagram users are engaging in Instagram and sharing posts from their favorite brands can help communicators tailor their posts to make a bigger impact on their core consumer segments.

## Uses and Gratification Theory

The Uses and Gratifications Theory approach begins with the assumption that media cannot have influence on an individual who has no “use” for it in the social and psychological context. The Uses and Gratifications Theory assumes that people’s values, interests, associations, and social rules are prepotent and people selectively customize what they see or hear to these interests (Katz, 1959). According to Katz and Blumler, people choose certain media to gratify their needs (Katz, et. al, 1974). The Uses and Gratifications Theory explains why and how people actively seek out specific media to satisfy specific needs. This theory focuses on the question “what do people do with media?” There are certain assumptions that are made when it comes to this theory (Katz, et. al, 1974):

- a. Media competes with other sources of need satisfaction.
- b. Users have enough self-awareness of media choices, interests, and motives to provide researchers with an accurate picture of their use.
- c. Media users can only determine the value of content – meaning users make decisions to view the media, therefore place the value on it by their decision to view it.

According to Katz and Blumler (1974), the goals for media use include:

- a. Cognitive needs, which includes acquiring information, knowledge, and understanding.
- b. Affective needs, including emotion, pleasure, and feelings.
- c. Personal integrative needs, including credibility, stability, and status
- d. Social integrative needs, including interacting with families and friends.
- e. Tension release needs, including escape and diversion.

The Uses and Gratifications Theory is an important communications approach because it can be applied to any form of mass communication medium--this includes newspapers, radio, television, and internet. As technology continues to become more available and user generated media continues to grow, this approach can help communicators in the mobile food business make strategic decisions when choosing the best platform to make the greatest impact on their desired consumer segment.

Over the past few years, technology has leaped into the lives of consumers around the world. With advances in technology, creation of innovative platforms and new media popping up at increased rates, the Uses and Gratifications Theory is an approach that continues to be revived as new media become available for users to choose. Modern applications of this theory have been found in research pertaining to mobile devices, internet usage, online gaming, social media, and social networking sites. Recent research has tested the Uses and Gratifications Theory in social media and networking websites such as Facebook, Twitter, and Myspace. These studies suggest there are clear gratifications users obtain from engaging in these platforms.

In a study focusing on Twitter use and the need to connect with others, researchers found a correlation between user engagement and the success of gratifying the need to create a sense of camaraderie (Chen, 2010). The research conducted by Chen (2010) suggests that Twitter users who engage frequently and continue to stay active are doing so because they get something out of the experience (Chen, 2010). This study was conducted by administering a 21 question survey to participants who were over the age of 18. To reach Twitter users, links were tweeted and posted on the researcher's Facebook page. The survey was designed to sift out non-Twitter users. Among the data collected, there were 317 usable respondents, who averaged 34 years old and had a college education (Chen, 2010). The study found that users who spent a lot of time using Twitter had their need to connect with others gratified more often than those who did not spend very much time on Twitter. It also found that the total number of Tweets was the most important predictor of connection followed by the average "@replies" per week (Chen, 2010). The implications of this study suggest that people who are more active on social networks are more likely to gratify their need of feeling connected, one of the goals of media use under the Uses and Gratifications Theory.

In another study, the Uses and Gratification Theory was applied to the social-networking sites MySpace and Facebook. The study aimed to understand why people use social-networking sites, what characteristics are common among targeted users, and what uses and gratifications are met by using those sites. The study stemmed from the notion that the internet can be used to build relationships by improving communication between parties. In 2008, social-networking websites were still relatively new and at the time, and were especially popular among the high-school and college aged populations. Myspace and Facebook were viewed as virtual places that catered to specific populations. This study evaluated both the uses and gratifications of having a social-networking account in addition to the failed uses and gratifications for not having an account.

To conduct the study, 167 students from a four-year public, East Coast university were recruited to participate in an internet usage study with no mention of social-networking sites. Among the participants were 53 (45.7%) men and 63 (54.3%) women, with the average age being 19.7 years old (Raacke, Bonds-Raacke, 2008). Participants were given packets to fill out indicating if they had MySpace or Facebook accounts, what uses and gratifications they obtained from using these specific sites, and their prediction as to why other students did not have MySpace or Facebook accounts. The results found that the most popular uses and gratifications for having these accounts included “to keep in touch with old friends (96%), to keep in touch with current friends (91.1%), post/look at pictures (57.4%), and locate old friends (54.5%).” Other uses and gratifications included “learn about events (33.7%), post social functions (21.8%), and share information (13.9%).” For those who indicated they did not use either social-networking site, responses included “no desire (73.3%), too busy (46.7%), waste of time (20%), does not want to keep in touch (6.7 percent)” (Raacke, Bonds-Raacke, 2008). The findings from this study imply that Facebook and Myspace users obtain both social-integrative

and cognitive needs. Additionally, non-users of the platform confirmed the findings of Elihu Katz that “media cannot have influence on an individual who has no “use” for it in the social and psychological context” (Katz, 1959, p. 2).

As indicated in the secondary research, the Uses and Gratification Theory is particularly helpful when trying to understand the motivations behind media usage. Research conducted under this theory has identified the types of uses and gratifications strategic communicators should consider when planning campaigns. It is important for communicators to tailor their messages based on the different needs their consumer segments may want to gratify. Upon review of the literature, additional research questions have been added to this study. Additionally, hypotheses for this study follow the research questions.

4. What needs are gratified through the usage of Instagram?

- a. H1: Users of Instagram gratify the five needs identified by Katz and Blumler (1974): cognitive, affective, personal integrative, social integrative, and tension release needs. Of the five needs, it is predicted that users will most likely report social integrative needs and least likely report personal integrative needs.

This hypothesis is based on the Twitter, Facebook, and Myspace survey results collected by Raacke, Bond-Raacke (2008), and Chen (2010). Additionally, according to Pew Research Center data on social media usage (2013), it was found that Twitter and Facebook users likely engaged in Instagram, which suggests similar usage and gratifications.

5. What types of posts are most effective in activating consumer engagement on Instagram?

- a. H2: Instagram posts that gratify an increasing number of needs will activate the most consumer engagement (e.g., number of likes, and comments).

This hypothesis is based on the Twitter function data collected by Chen (2010).

6. How can mobile food businesses utilize the Uses and Gratification Theory to maximize the power of user engagement on Instagram?

- a. H3: Mobile food businesses that activate and garner the most engagement include social-integrative and tension release components in their posts.

This hypothesis is based on the literature review. The data collected with the original research should support it.

In order to explore these hypotheses, primary research was conducted through a survey, content analysis, and focus group. These methods were utilized to determine how the principles of the Uses and Gratifications Theory can be applied to Instagram, understand why users seek out this specific medium, and illustrate how mobile food businesses are successfully or unsuccessfully engaging with consumers.

## Methodology

### Survey

A 16-question survey (Appendix A) was designed using Qualtrics, the preferred online survey tool of the University of Minnesota. An online survey was chosen because it created an opportunity to reach a lot of people during a relatively small time frame. Additionally, as indicated in the research conducted by Katz, Blumler, and Gurevitch (1974), users have enough self-awareness of media choices, interests, and motives to provide researchers with an accurate picture of their use, making a survey an effective method to retrieve self-reported data. The survey was designed to identify the factors that motivate people to use Instagram and its functions. The first question was designed to target Instagram users and prevent non-Instagram users from advancing through the survey. The first few questions were designed to gain insight on the primary motivations behind using Instagram. The following questions were designed using Likert scales to gauge how strongly respondents felt about different needs gratified through the use of Instagram. Questions five, six, and seven measured Instagram functions ("liking" a post, commenting on a post, and following other Instagram accounts) and how they

relate to gratifying needs. Questions eight through eleven collected background information on Instagram usage and question twelve collected specific reasons for using Instagram. The usage reasons were designed to correlate with a need. The remaining questions collected demographic information.

Between April 25<sup>th</sup> and April 28<sup>th</sup>, 2014, the survey was distributed to a universe of 2000 people through Facebook, Twitter, Instagram, and emails. The emails included friends, coworkers, and classmates. Within the 2000 person Universe, 124 people viewed the survey and 111 people completed the entire survey-this resulted in an 89% response rate. The respondents varied in age, gender, race, geography, and educational background. Of the 124 people who viewed the survey, 83 people indicated they had Instagram accounts and 31 people indicated they did not have Instagram accounts. There were 71 usable responses from Instagram users who had fully completed every question presented on the survey. Respondents who indicated they did not have accounts were presented with a question asking why they did not have Instagram accounts and once they answered, were routed to the end of the survey. Incentives were not offered for survey participation.

## Content Analysis

A content analysis (Appendix C) was conducted in order to analyze Instagram posts and functions to determine if there is a correlation between need gratification and consumer engagement. Content analysis was chosen because it is an effective method to identify the presence of needs through patterns found on the Instagram posts. The study sample included Instagram posts from various dates pulled on Saturday, April 26<sup>th</sup>. The Instagram accounts of the following businesses were analyzed: Fresh French Fries, Sweet Martha's Cookies, The Corn

Roast, Duke's Poutine, Hola Arepa, AZ Canteen, Dino's Gyros, Golden State Concessions, Potter's Pasties, Vizzitruck, Chili Philosopher, The Pudding Truck, Farmer's Belly Truck, Georgia's Truck, Shake Shack, The Pie Hole Truck, Frank Food Truck, Frosted Frenzy Truck, Chedda Truck, and Hey Joe Truck. These accounts were chosen because they belong to companies that run mobile food units.

The businesses chosen varied geographically and included trucks based in Minnesota, Arizona, and California. Minnesota businesses were chosen because they often compete with Que Viet Concessions. Arizona and California based businesses were chosen as a result of sample availability and establishment of a strong following on Instagram. A strong following was considered having more than 100 followers. The unique opportunity these companies have is that their locations change regularly, allowing them to feature new and different content as they move from place to place. The sample included the first ten photos featured on each of the Instagram accounts – totaling 200 photo posts. A standard coding sheet was created by the primary investigator (Appendix C).

The content analysis was completed by a team of two coders. A second coder was used to measure the reliability of the method. The primary investigator provided careful training for the second coder to ensure there was a strong understanding of the category schemes. The coder instructions were to view the ten most recent Instagram posts on each account and assign a code to each post. The codes were pre-determined and provided in a key. Both coders used a standard sheet that already indicated the number of "likes" and comments for each sample analyzed. There was a 95% agreement rate between the primary coder and the second



coder. This agreement rate was calculated by adding the number of codes that matched by sample and dividing it by the total number of sample posts analyzed (191/200). Appendix E features the sheet the second coder used. The second coder viewed screen shots of the photos the primary coder used to ensure the samples were the same (Appendix D).

Different characteristics were noted and operationalized in a codebook and were divided into three categories (units of analysis): needs, likes, and comments. A priori coding was utilized to guide the team of coders. The characteristics were scored on a scale of 0 to 5. As each photo was analyzed, characteristics were noted with a description (Appendix B). The coding was determined by defining each need (cognitive, affective, personal integrative, social integrative, tension release) and categorizing the characteristics noted with a need. Additionally, a code was also added for pictures with no need element or connection to the company. Cognitive posts included photos with schedules, calendars, announcements, menus, behind the scenes elements, facts, information, or concessions of mobile unit photos at various locations. Affective posts included aesthetic experiences around food photos that used filters. Personal integrative posts featured photo contests using hashtags, awards, and exclusive content for followers. Social integrative posts involved feeling a sense of connection of community with others, so this included photos of customers interacting with crew members, products, or waiting in line. Finally, tension release posts were considered funny, silly, featured products creatively, celebrity endorsements, was celebratory in nature, or included fireworks. This content analysis was mutually exclusive, with all photo elements placed into one category, and exhaustive, with all needs counted. If a post did not have a need or was unrelated, it was

placed and defined into a “no need element/no branding” category. For example, a photo of a clock had no clues linking the clock to a specific brand or business.

## **Focus Group**

A focus group was conducted to measure user attitudes toward different types of Instagram posts and functions. It was also conducted to measure the likelihood of user engagement through “likes” and “comments” for different types of posts. The dynamic nature of focus groups allows moderators to modify topics to steer discussions as needed. The focus group was conducted on Tuesday, May 12<sup>th</sup> for 45 minutes. Participants were recruited through email and met the requirement of being an “Instagram user” in order to participate. Ten people were emailed and seven people participated in the focus group. The focus group consisted of four females and three males all between the ages of 20-28 and included African-American, Asian-American, Hispanic, and Caucasian participants. All participants owned Instagram accounts and were from urban areas in the Twin Cities. Participants were provided with refreshments to thank them for joining the focus group. There was one moderator leading the focus group and an iPhone voice recorder recording the session from beginning to end. The goal of the moderator was to generate a maximum number of different ideas and opinions from as many different people during the time allotted. Participants met in a conference room in Williamson Hall at the University of Minnesota and sat at a round table with the moderator.

The first few questions were designed to help participants feel comfortable. Once the moderator received an initial response from each participant, the moderator started asking the next set of questions designed to get a better idea the types of Instagram accounts the

participants engaged with and followed. The third set of questions centered on a series of Instagram posts. The first series of posts were pulled from the Instagram accounts of The Corn Roast, Duke's Poutine, Dino's Gyros, Sweet Martha's Cookies, Fresh French Fries, and AZ Canteen, Hola Arepa, and Potter's Pasties (Appendix F). None of the posts were labeled with the account they belonged to and participants were asked to point out the posts that stood out to them and explain why. They were also asked to point out the posts that did not stand out to them and explain why. The Instagram in the first series were chosen because they belong to Minnesota based mobile food vending companies. The second series of posts were pulled from the Instagram accounts of Shake Shack, Vizzi Truck, and Chedda Truck. These Instagram accounts were chosen because the account holders had over 1000 followers and strong follower engagement. The chosen Instagram accounts presented were among the sample set used for the content analysis conducted earlier in this study. The same need categories that were used in the content analysis were present in the posts but not labeled for participants (Appendix B).

The fourth and final set of questions included mock-ups of potential posts on the Que Viet Concessions Instagram account (Appendix G). A series of posts were presented which included a variety of need elements. The need elements were the same as the ones defined in the content analysis (Appendix B). Participants were once again asked to point out the posts that stood out to them the most and explain why. They were also asked to point out the posts that did not stand out to them and explain why.

## Findings

### Survey Results

The demographic information generated from the survey indicated 59 (84%) out of 70 respondents were female and 11 (16%) were male. Of the 70 respondents, 21 (30%) were between the ages of 24-26. The next group consisted of 15 (21%) of respondents between the ages of 21-23. The third largest group of respondents consisted of 13 (19%) of people between the ages of 27-29 followed by 20 (28%) respondents between the ages of 18-20 and 27-29.

Of the 121 people who responded to this first question, 83 (69%) of respondents indicated they have an Instagram account. For the 38 (31%) respondents who indicated they did not have an Instagram account, 13 (42%) indicated that they did not use Instagram because it did not entertain them. Four respondents (13%) felt it did not enhance their credibility or status, two respondents (six percent) felt it did not provide anything inspirational, two respondents (six percent) felt it did not allow them to interact with friends and family, one respondent (three percent) felt they did not learn anything new, and nine respondents (29%) had varying reasons including: "too busy," "can't be bothered when it syncs with Facebook," "doesn't need another short communication site," "Twitter and Facebook provides plenty of pictures," "Apathy," "other social accounts are more interesting," and "not familiar." The following data will be based on the respondents who indicated they have an Instagram account.

To explore user motivations, the first series of questions were presented in various forms to identify the primary reasons respondents used Instagram and engage in specific Instagram functions including "liking" a post, commenting on a post, and following other Instagram accounts. The majority of respondents (44%) indicated they use Instagram to connect with others, followed by 35% using for entertainment. Only one respondent (one percent) reported using Instagram to obtain information or news. Thirteen percent reported

they used Instagram to increase credibility or feel inspired. The remaining respondents indicated “other” in which they reported primarily using Instagram to promote their business and edit photos.

A series of Likert scales were utilized to measure attitudes toward Instagram usage and functions. Below are the results:

#	Question	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree	Total Responses	Mean
1	I use Instagram for entertainment purposes.	3	3	0	3	4	29	29	71	5.89
2	I use Instagram to find out new information.	8	7	12	4	16	18	6	71	4.28
3	I use Instagram to stay connected to my friends and family.	5	2	1	1	15	19	28	71	5.65
4	I use Instagram to feel inspired.	8	9	6	9	19	9	11	71	4.31
5	I use Instagram to feel good about myself.	10	14	8	11	14	9	5	71	3.73

Regarding the function of commenting on posts:

#	Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses	Mean
1	I want to learn new information.	7	20	17	23	4	71	2.96
2	I want to be entertained.	6	21	16	21	7	71	3.03
3	I want to connect with others.	3	1	9	33	25	71	4.07
4	I want to be inspired.	11	24	25	7	4	71	2.56
5	I want to enhance my credibility	13	25	20	12	1	71	2.48

When deciding to follow an Instagram account, a majority (56%) of respondents indicated they were likely to follow accounts of their families or friends. This was followed by 21% of respondents choosing to follow entertaining accounts, 11% following inspirational accounts, seven percent following accounts that educate them, and zero percent following accounts to enhance their status or credibility. Four percent of respondents indicated all of the above factors or that they did not follow any Instagram accounts.

When respondents were asked to indicate all of the specific reasons they used Instagram, a majority of respondents indicated reasons that fell under “tension-release” needs. These reasons included 84% “to pass time when I’m bored,” 80% “to be entertained,” 69% “it is enjoyable,” and 66% “to have fun.” The next most notable responses fell under the “social-integrative” needs. These reasons included 77% “to stay in touch with friends and family” and 53% “to communicate with friends and family.”

### **Content Analysis Results**

The following results are based on coding done by the primary investigator (Appendix B). Among the 200 photos analyzed, 45% were cognitive, 24% were affective, 11% were social integrative, 10.5% had no need element or branding, nine percent were tension release, and none were personal integrative. Social integrative posts had the highest average number of “likes” with 270, followed by affective with 133, cognitive with 75, tension release with 74, no need element/no branding with 64, and personal integrative with zero. Social integrative posts also had the highest average number of comments with seven, followed by affective with five, cognitive with four, tension release with three, no need element/no branding with one, and personal integrative with zero. The number of average “likes” correlated with the average number of comments received for the 200 posts analyzed.

Table 1 illustrates the total number of codes applied to the 200 photo posts analyzed by the primary coder. The percentage of frequency was calculated using the frequency divided by the total number of photos. The number of “likes” was a total of “like” for each category. The average number of “likes” was calculated by dividing the total number of likes in a category by the frequency in which the need appeared in a post. The number of comments was a total count of comments for each category. The average number of comments was calculated by dividing the number of comments by the frequency in which the need appeared in a post.

**Table 1: Summary of Codes Compared to Instagram Functions**

<i>Categories</i>	<i>Code</i>	<i>Frequency</i>	<i>Percentage of Frequency</i>	<i>Number of Likes</i>	<i>Average Number of Likes</i>	<i>Number of Comments</i>	<i>Average Number of Comments</i>
None	0	21	10.50%	1346	64	28	1
Cognitive	1	90	45%	6773	75	345	4
Affective	2	49	24.50%	6516	133	249	5
Personal Integrative	3	0	0	0	0	0	0
Social Integrative	4	22	11%	5949	270	148	7
Tension Release	5	18	9%	1324	74	47	3

## Focus Group Results

The focus group yielded interesting results from each of the participants. A full transcript of the focus group can be found in Appendix F. The following information is a summary of the responses gathered during the focus group. The insights mined will be addressed in the discussion section. When asked why participants created Instagram accounts, the general consensus was that the participants had created Instagram accounts to stay connected to their friends and family members. Participants expressed a curiosity toward what others were spending their time doing. The amount of time participants had Instagram varied from one month to three years. The participant who had an Instagram account for three years had the most input and use of Instagram. When asked about the types of Instagram accounts followed, the overwhelming majority of participants indicated that they follow their friends and family members. Additionally, other responses included famous bloggers, celebrities, and

aspirational figures. Instagram usage was described as either “passive” or “active.” Those who indicated they were passive said they did not post often and only used Instagram to view photos for short periods of time. For those who indicated they were active on Instagram, they said they view photos, post photos, comment, like photos, and use Instagram daily. One participant revealed she views photos until she can no longer access new photos in her feed.

When participants were asked about Instagram functions, a variety of responses were gathered. Only two respondents indicated they follow brands on Instagram – these respondents were the ones who had Instagram accounts for more than one year. One participant indicated she follows restaurants but as far as food related accounts, participants mainly followed bloggers or people who post good pictures of food. When asked what motivates them to follow brands or what would make them follow brands, participants indicated they would follow brands to find out about special deals, new items, or if someone they knew mentioned the brand. When asked why participants would unfollow a brand, all participants indicated they unfollowed accounts that had repetitive posts or no variety in their feed and were no longer relevant in their lives. Participants indicated they “like” photos when they are featured in them, if they are funny or inspiring, can relate to the photo, or are celebratory in nature. Additionally, they indicated they were likely to comment on photos that were celebratory or if they had a connection to the account posting the photo.

When participants were presented with a series of photos, they felt as though the photos that stood out the most were the ones with celebrity figures featured. They recognized the celebrity and identified them as aspirational figures and were attracted to the photos. After they found out the photos belonged to mobile food businesses at the Minnesota State fair, their attitudes immediately changed and each participant pointed out a non-celebrity picture they liked (without being prompted) and indicated they liked the pictures because they enjoyed eating the specific food at the Minnesota



State Fair. When participants were presented with the mock-up of the Que Viet Concessions posts, they immediately responded positively to the photo of the woman holding the egg roll and child holding the kebob. They indicated they did not like the food product photos because they did not look authentic and found that the Llama and parade photo had no relevance (Appendix G).

## Discussion

Three additional research questions and hypotheses were set prior to conducting the survey and content analysis:

1. What needs are gratified through the usage of Instagram?
  - a. H1: Users of Instagram gratify the five needs identified by Katz and Blumler (1974): cognitive, affective, personal integrative, social integrative, and tension release needs. Of the five needs, it is predicted that users will most likely report social integrative needs and least likely report personal integrative needs.

Hypothesis one was supported through the results of the survey. The survey found that respondents indicated “connecting” (social-integrative needs) most often in relation to general Instagram usage and the “likes” and comment function. Personal integrative needs were reported least often and had the most “disagreement” responses from respondents for engaging in functions. A noteworthy finding was that although respondents indicated social integrative needs most often throughout the survey, they felt strongest about tension release being a reason for using Instagram. Additionally, respondents felt stronger that they would “like” a post if it was entertaining and comment on the post if they wanted to connect.

2. What types of posts are most effective in activating consumer engagement on Instagram?
  - a. H2: Instagram accounts that gratify an increasing number of needs through posts will activate the most consumer engagement (e.g., number of likes and comments).

Hypothesis two was supported through the results of the content analysis. Of the twenty accounts analyzed, the accounts with the most “likes” and comments had posts that gratified three or more needs. Accounts with the fewest “likes” and comments had the most posts that contained no need element/branding. Followers were less like to engage when a post served no purpose to the user. Photos that gratified social integrative needs had the highest average number of “likes” and highest average number of comments. This is in line with the survey results that indicated social integrative posts had a higher likelihood of comments and contrary to the results that indicated tension release posts had a higher likelihood of “likes.”

3. How can mobile food businesses utilize the Uses and Gratification Theory to maximize user engagement on Instagram?
  - a. H3: Mobile food businesses can activate and garner the most engagement by including social-integrative and tension release components in their posts. These types of posts include consumers with their food products, creatively featuring their food products, vending staff being “silly,” and consumers interacting with vending staff.

Hypothesis three was supported through the results of the survey, content analysis, and focus groups. As indicated by the survey and content analysis, social-integrative and tension release components present in Instagram posts were more likely to activate engagement from users. Additionally, it was suggested that Instagram users want to connect and relate with others while being entertained as they scroll through the application. As evident in the focus group, participants indicated they were more likely to “like” or comment on something if a personal connection was activated for them (i.e. if they saw one of their friends or family in a post or felt a personal connection to the content).

## Implications

There are several implications that need to be considered based on findings of the primary research. The first implication is that Instagram is not just another internet fad waiting for people to try – rather, it is a strategic communication tool that can be used to foster relationships between brands and their key consumers. As evident from both the primary and secondary research, there is a large population of social media users who choose to engage in Instagram for various reasons. The second implication is that users expect Instagram to be a medium where they can connect and be entertained in an organic environment-one that is natural and not constantly trying to push a product or idea. Brands must take this into consideration when they monitor activity on their accounts and plan for posts. The third implication is competition exists among Instagram and other social media platforms, so integrating Instagram posts with Twitter and Facebook feeds could be an effective way to reach consumers who choose not to use Instagram because they already use other platforms. The final implication is for brands to consider categorizing planned posts to meet an increasing number of needs to engage their consumers on higher level.

## Limitations and Future Research

There are a few limitations to this study that should be noted. The first set of limitations is based on secondary research. Because Instagram is a newer social media platform, there is limited empirical research on Instagram and its impact on mass communication. Additionally, no academic research exists to correlate Instagram with the Uses and Gratification Theory. Future research possibilities would be to document how Instagram is currently impacting trends in mass communication and how it affects consumers and brands. Another limitation to

this study is that it is general in nature due to the limited published studies on mobile food marketing and social media. A future research opportunity could be an in-depth study of mobile food marketing and how companies utilize social media such as Facebook, Twitter, and Instagram to build their brands.

The second set of limitations is based on the primary research conducted for this study. A limitation from the survey was the general nature of the questions. Rather than asking about overall usage, more insights could have been garnered if specific questions with examples were presented to respondents (i.e. photos presented or mock scenarios). Additionally, time was a factor that limited the overall number of responses, if the survey would have been open for another week, there is the possibility that the sample could have provided more statistical confidence. Future research should include specific questions about Instagram posts and brand accounts pertaining to mobile food businesses.

Regarding the content analysis, the sample size was a limitation because some accounts did not have more than ten posts. Additionally, because there were fewer mobile food companies with Instagram accounts in Minnesota, it was difficult to identify similar businesses to analyze. For example, food trucks in California have the ability to operate all year round compared to the food trucks in Minnesota that are only active during the warmer months. Additionally, the content analysis did not analyze hashtags, a function that has the ability to engage followers and non-followers. Future research should take into consideration hashtags and more local businesses in the Twin Cities area.

In terms of the focus group, because the focus group participants were not strangers, it became difficult for the moderator to steer and control the discussion at times. As a result, time was not used efficiently. Additionally, there could have been some pressure among

respondents to answer in certain styles because they had all participated in the social media survey which could have influenced their responses. Participants also indicated that they followed each other on Instagram. This caused participant answers to be incomplete because they assumed others knew how they would respond, due to the content of their accounts. Another limitation was that participants already had background information on the study, making some of the responses seem appealing in nature. There were a few participants who had indicated using Instagram much longer than some of the other participants and because of that, those participants were much more vocal in expressing their feedback. An improvement that is suggested for future research is to choose participants who are all strangers. Furthermore, it is suggested for researchers to pre-screen participants based on the duration they have had Instagram accounts. It would be interesting to hold two different focus groups, one with users who have had Instagram accounts for more than a year and one with users who had had Instagram accounts for less than a year. Another limitation of the focus group included the inability to simulate an Instagram viewing experience. Though the screen shots were superimposed onto an Instagram template, it is suggested that for future research, a field observation method is implemented to get more realistic data on Instagram usage.

## **Conclusion and Next Steps**

This study has addressed the opportunity for companies to utilize Instagram as a serious medium to connect with core consumer segments. Secondary research illustrated Instagram's potential to engage consumers at a higher rate and the value it can bring to building a brand. Although Instagram is still a newer platform, it is emerging as a power player in the social media game. Additionally, the Uses and Gratification Theory was examined to understand user motivations behind various social media platforms. New research questions were presented

and primary research was conducted to gain a better understanding of Instagram user motivation and further explore how mobile food businesses can leverage the Uses and Gratification Theory to build successful campaigns on Instagram.

To provide Que Viet Concessions with a strategic recommendation for implementing a successful Instagram plan, additional research was conducted through the form of a focus group. The focus group data generated a better understanding of Instagram user engagement and motivations for following brands, specifically those in the mobile food business. Insights gathered from the survey, content analysis, and focus group will serve as a solid base to complete a strategic marketing plan for Que Viet Concessions' Instagram account.

## **Recommendation**

The goal of this study was to gain a better understanding of how the Uses and Gratification Theory can play an integral role in generating content for a successful Instagram marketing campaign. Through primary and secondary research, it has been determined that Instagram is an essential tool communicators can leverage to maximize their level of consumer engagement. While other businesses in the food and beverage industry are continuing to make great strides to stay ahead of the curve in social media marketing, Que Viet Concessions is lagging behind when it comes to consumer engagement on social media channels. The following recommendations lay the groundwork for an Instagram marketing campaign for Que Viet Concessions.

The first recommendation for Que Viet Concessions is to link its Instagram account to its existing Facebook and Twitter account. As indicated in the secondary research, Instagram users

are likely Facebook and Twitter users (Demann, et. al, 2013). Additionally, insights mined from the Uses and Gratification Theory and data from the social media survey indicate that people who do not use Instagram have found other ways to gratify their needs through other platforms. Non-Instagram using respondents from the survey indicated they had no reason to add another platform to view pictures when they can do so on their existing Facebook and Twitter accounts. Linking the Instagram account to the other platforms will widen the net to catch the attention of current and potential consumers without requiring them to create an Instagram account to view posts. The Facebook and Twitter accounts should still post exclusive content such as Facebook events to invite fans and live-tweets to give fans different ways to engage.

The second recommendation for Que Viet Concessions is to focus on posting photos that contain social integrative and tension release need elements and refrain from posting photos that cannot be linked to the company. For example, posting a photo of a cow at the county fair is not relevant to the business or likely to receive much engagement from followers. However, posting a photo of a cow walking in front of the Que Viet Concessions stand is worth sharing because it is considered “funny” or “out of the ordinary” and has a higher likelihood of generating more “likes” because it is entertaining. Another example is that instead of posting a photo of festival attendees enjoying themselves at an event, the festival attendees should be holding Que Viet Concessions products in their hands. Social integrative posts should include featuring consumers interacting with the crew, products, or waiting in line. Tension release posts should include products being featured creatively, celebrity endorsements, celebratory in nature, or considered funny or silly.

The third recommendation for Que Viet Concessions is to diversify posts by including photos that contain cognitive, affective, and/or personal integrative need elements. Though social integrative and tension release components should remain the majority of post types, it is important to provide a variety of posts in order to keep followers interested. As indicated from the focus group, participants were more likely to “unfollow” an account if the feed was repetitive in nature and only featured the same type of post over and over again. Additionally, it was found in the content analysis that the more needs an Instagram account gratified, the higher the likelihood of follower engagement through “likes” and comments. Instagram accounts with photos elements that gratified fewer than three needs had fewer likes and comments. Cognitive posts should contain photos of travel schedules, announcements, menus, behind the scenes snap shots, and location tagged photos of the trailer. Affective posts should be limited to photos of the food products being presented aesthetically through photo filters. Personal integrative posts should feature contests to further activate engagement from followers.

The final recommendation for Que Viet Concessions is to interact with its Instagram followers through various functions such as direct messages, tagging, and liking photos. The overarching reason people use Instagram is to connect with others and by interacting with followers, Que Viet Concessions creates a two-way dialogue with its engaged consumer base. This will be the key to growing its Instagram account and strengthening the loyalty among its community of followers. Que Viet Concessions can connect with followers by implementing the following tactics: hosting contests and reposting photos from followers, who use the hashtag #QueVietOnAstick, reply to follower comments, follow followers, reveal new products exclusively on Instagram, and tag followers in relevant posts. If Que Viet Concessions can implement these recommendations, it is poised to be positioned in a strong spot to win the Instagram race between mobile food businesses.



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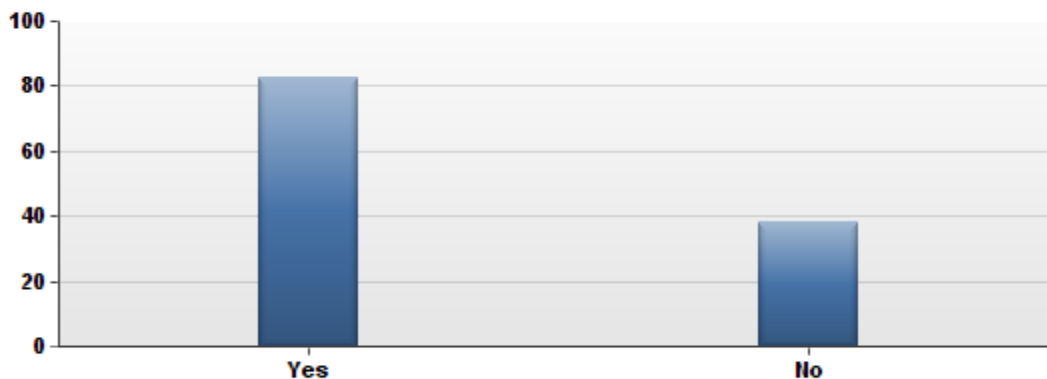
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# Appendix A: Survey Questions & Results

## Initial Report

Last Modified: 04/30/2014

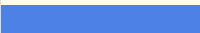





### 1. Do you have an Instagram account?



#	Answer	Response	%
1	Yes	83	69%
2	No	38	31%
	Total	121	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.31
Variance	0.22
Standard Deviation	0.47
Total Responses	121

## 2. What is your primary reason for NOT using Instagram?

#	Answer		Response	%
1	It does not entertain me.		13	42%
2	I do not learn any new information.		1	3%
3	It does not provide anything inspirational.		2	6%
4	It does not enhance my credibility or status		4	13%
5	It does not allow me to interact with friends and family.		2	6%
6	Other (please indicate below)		9	29%
	Total		31	100%

### Other (please indicate below)

5

Too busy

I just can't be bothered when people sync it all to Facebook anyway.

I don't need another short communication site.

Twitter and facebook provide me with plenty of pictures







Apathy

I have other social accounts I'm more interested. It doesn't seem worth the effort.

I am not familiar with it and use other social media.

Statistic	Value
Min Value	1
Max Value	6
Mean	3.26
Variance	4.80
Standard Deviation	2.19
Total Responses	31

### 3. What is your primary reason for using Instagram?

#	Answer		Response	%
1	Entertainment		28	35%
2	Obtain information or news		1	1%
3	Increase credibility or status		3	4%
4	Connect with others		35	44%
5	Feel inspired		6	8%
6	Other (please indicate below)		7	9%
	Total		80	100%

#### Other (please indicate below)

Promoting business

Business

Edit photos

Don't really use it. Check to see what my kid is doing.

To check it out. Though I have the account, I never use it. (It's a waste of time (in my opinion))

Glorify pictures

I got one and never really used it.

Statistic	Value
Min Value	1
Max Value	6
Mean	3.14
Variance	2.96
Standard Deviation	1.72
Total Responses	80

#### 4. To what extent do you agree with the following statements?

#	Question	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree	Total Responses	Mean
1	I use Instagram for entertainment purposes.	3	3	0	3	4	29	29	71	5.89
2	I use Instagram to find out new information.	8	7	12	4	16	18	6	71	4.28
3	I use Instagram to stay connected to my friends and family.	5	2	1	1	15	19	28	71	5.65
4	I use Instagram to feel inspired.	8	9	6	9	19	9	11	71	4.31
5	I use Instagram to feel good about myself.	10	14	8	11	14	9	5	71	3.73

Statistic	I use Instagram for entertainment purposes.	I use Instagram to find out new information.	I use Instagram to stay connected to my friends and family.	I use Instagram to feel inspired.	I use Instagram to feel good about myself.
Min Value	1	1	1	1	1
Max Value	7	7	7	7	7
Mean	5.89	4.28	5.65	4.31	3.73
Variance	2.39	3.55	2.92	3.73	3.48
Standard Deviation	1.55	1.88	1.71	1.93	1.87
Total Responses	71	71	71	71	71

### 5. What motivates you to press the "like" button on a post?"I press the "like" button because a post..."

#	Question	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree	Total Responses	Mean
1	Provides me with new information	5	11	7	11	20	14	3	71	4.18
2	Entertains me	1	4	1	1	11	29	24	71	5.82
3	Allows me to connect with others	3	5	1	2	17	23	20	71	5.45
4	Inspires me	4	4	5	6	19	20	13	71	5.03
5	Enhances my credibility or status	16	18	10	14	6	6	1	71	2.97

Statistic	Provides me with new information	Entertains me	Allows me to connect with others	Inspires me	Enhances my credibility or status
Min Value	1	1	1	1	1
Max Value	7	7	7	7	7
Mean	4.18	5.82	5.45	5.03	2.97
Variance	2.81	1.92	2.68	2.83	2.71
Standard Deviation	1.68	1.39	1.64	1.68	1.65
Total Responses	71	71	71	71	71

## 6. What motivates you to comment on a post?"I comment on a post because..."

#	Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses	Mean
1	I want to learn new information.	7	20	17	23	4	71	2.96
2	I want to be entertained.	6	21	16	21	7	71	3.03
3	I want to connect with others.	3	1	9	33	25	71	4.07
4	I want to be inspired.	11	24	25	7	4	71	2.56
5	I want to enhance my credibility	13	25	20	12	1	71	2.48

Statistic	I want to learn new information.	I want to be entertained.	I want to connect with others.	I want to be inspired.	I want to enhance my credibility
Min Value	1	1	1	1	1
Max Value	5	5	5	5	5
Mean	2.96	3.03	4.07	2.56	2.48
Variance	1.24	1.34	0.92	1.11	1.05
Standard Deviation	1.11	1.16	0.96	1.05	1.03
Total Responses	71	71	71	71	71

## 7. I am likely to follow Instagram accounts that...

#	Answer		Response	%
1	Educate me		5	7%
2	Enhance my status or credibility		0	0%
3	Entertain me		15	21%
4	Inspire me		8	11%
5	Belong to my friends or family		40	56%
6	Other (please indicate below)		3	4%
	Total		71	100%

### Other (please indicate below)

all of the above factors matter - individually and sometimes combined













I just don't...

All of the above.

Statistic	Value
Min Value	1
Max Value	6
Mean	4.23
Variance	1.55
Standard Deviation	1.24
Total Responses	71










## 8. How many Instagram accounts do you follow?

#	Answer		Response	%
1	0-5		8	11%
2	6-10		1	1%
3	11-15		1	1%
4	16-20		2	3%
5	21-25		1	1%
6	26-30		2	3%
7	31-35		1	1%
8	36-40		3	4%
9	41-60		5	7%
10	61-80		7	10%
11	81-100		5	7%
12	100+		34	49%
	Total		70	100%












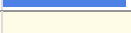
Statistic	Value
Min Value	1
Max Value	12
Mean	9.24
Variance	14.74
Standard Deviation	3.84
Total Responses	70

## 9. How often do you post pictures/videos on your Instagram account?

#	Answer		Response	%
1	Daily		3	4%
2	2-3 Times a Week		13	19%
3	Once a Week		19	27%
4	2-3 Times a Month		13	19%
5	Once a Month		7	10%
6	Less than Once a Month		10	14%
7	Never		5	7%
	Total		70	100%







Statistic	Value
Min Value	1
Max Value	7
Mean	3.83
Variance	2.72
Standard Deviation	1.65
Total Responses	70

### 10. How many total posts do you have on your Instagram account?

#	Answer		Response	%
1	0-5		9	13%
2	6-10		2	3%
3	11-15		3	4%
4	16-20		4	6%
5	21-25		2	3%
6	26-30		2	3%
7	31-35		10	14%
8	36-40		6	9%
9	41-60		5	7%
10	61-80		5	7%
11	81-100		4	6%
12	100+		18	26%
	Total		70	100%



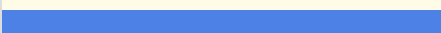







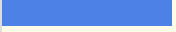



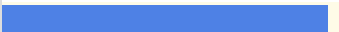



Statistic	Value
Min Value	1
Max Value	12
Mean	7.61
Variance	14.88
Standard Deviation	3.86
Total Responses	70

### 11. How many followers do you have on Instagram?

#	Answer		Response	%
1	0-20		12	17%
2	21-40		7	10%
3	41-60		5	7%
4	61-80		4	6%
5	81-100		5	7%
6	100+		37	53%
	Total		70	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	4.34
Variance	4.14
Standard Deviation	2.04
Total Responses	70

**12. I use Instagram for the following reasons: (check all that apply)**

#	Answer		Response	%
1	to send pictures/videos directly to someone		11	16%
2	to pass time when I'm bored		59	84%
3	to look at other people's pictures or videos		65	93%
4	it makes me cool among my peers		13	19%
5	to search for information		15	21%
6	to share other people's photos or videos		16	23%
7	to be entertained		56	80%
8	to stay in touch with friends and family		54	77%
9	to have fun		46	66%
10	to access news stories or learn information		17	24%
11	to share my ideas		25	36%
12	to communicate with friends and families		37	53%
13	to get ideas from other people		33	47%
14	to learn about new products		17	24%
15	it is enjoyable		48	69%
16	to access information about films, music, sports, or other interests		17	24%
17	to follow celebrities or public figures		28	40%
18	other (please indicate below)		3	4%

other (please indicate below)

I just wanted to check it out...and decided that I didn't like it.

Glorify pictures

to learn

Statistic	Value
Min Value	1
Max Value	18
Total Responses	70

### 13. What is your age?

#	Answer		Response	%
1	Younger than 18		1	1%
2	18-20		10	14%
3	21-23		15	21%
4	24-26		21	30%
5	27-29		10	14%
6	30 and over		13	19%
	Total		70	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.97
Variance	1.83
Standard Deviation	1.35
Total Responses	70

### 14. What is your gender?

#	Answer		Response	%
1	Male		11	16%
2	Female		59	84%
	Total		70	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.84
Variance	0.13
Standard Deviation	0.37
Total Responses	70



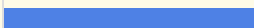



### 15. What is your ethnicity (check all that apply)

#	Answer	Response	%
1	American Indian or Alaska Native	1	1%
2	African-American	8	11%
3	Asian-American or Pacific Islander	12	17%
4	Caucasian	47	67%
5	Hispanic	3	4%
6	Other (please indicate below)	2	3%

Other (please indicate below)

Statistic	Value
Min Value	1
Max Value	6
Total Responses	70

## 16. What is your highest level of education completed?

#	Answer		Response	%
1	High School		13	19%
2	Vocational/Technical School		1	1%
3	Undergraduate Degree		37	53%
4	Masters/PhD		17	24%
5	Professional Program (Pharmacy, Dentistry...etc.)		1	1%
6	Other (please indicate below)		1	1%
	Total		70	100%

Other (please indicate below)

some college

Statistic	Value
Min Value	1
Max Value	6
Mean	2.93
Variance	1.20
Standard Deviation	1.09
Total Responses	70

## Appendix B: Need Categories & Characteristics

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<i>Gratifications</i>	Code	Elements
Cognitive		Acquiring or strengthening information, knowledge, and understanding one's environment, satisfying one's curiosity or exploratory desires: Schedules, announcements, menu, behind
Affective	1	the scenes, facts, informative, food truck pictured at location
Personal Integrative	2	Emotions, pleasures, feelings, or aesthetic experiences: food pictures
	3	Desire for self esteem, credibility, confidence, stability, status: Contests
		Affiliation, strengthening contact with friends, family, world, Customers interacting with
Social Integrative	4	crew, products, or waiting in line
		Desires of escape and diversion: Funny, products featured creatively, celebrity
Tension Release	5	endorsements, celebratory, fireworks
No need element/No Branding	0	No Branding



## Appendix C: Coder One Sheet

Sample	Posting	Description	Code	# Likes	# Comments	Number of		
						Posts	Followers	Following
AZ Canteen	3	Hot dog stand, no branding	0	17	3			
AZ Canteen	1	Chef cooking	1	34	1	535	1190	109
AZ Canteen	2	AZ Canteen Menu	1	22	0			
AZ Canteen	4	Menu board	1	29	1			
AZ Canteen	5	Food item on menu	1	40	0			
AZ Canteen	6	Chefs cooking in the back kitchen	1	26	0			
AZ Canteen	7	Chef prepping food	1	20	0			
AZ Canteen	8	Menu board	1	27	3			
AZ Canteen	9	AZ Canteen Truck	1	17	1			
AZ Canteen	10	Food item on menu	2	35	0			
				267	9			
Chedda Truck	2	field greens for burgers behind the scenes	1	31	2			
Chedda Truck	3	staff meal	1	36	1			
Chedda Truck	5	calendar of events	1	27	27			
Chedda Truck	6	Chedda Truck	1	27	6			
Chedda Truck	10	Chedda truck chefs	1	48	2			
Chedda Truck	1	Chedda Truck burger	2	45	1	770	1335	1286
Chedda Truck	4	waffle burger	2	70	13			
Chedda Truck	7	Chedda truck dessert	2	48	7			
Chedda Truck	9	Chedda Truck burger	2	40	3			
Chedda Truck	8	customer with cheddatruck	4	20	1			
				392	63			
Chili Philosopher	1	Calendar of events	1	10	2	217	400	125
Chili Philosopher	3	calendar of events	1	15	2			
Chili Philosopher	6	calendar of events	1	7	1			
Chili Philosopher	7	Chili truck	1	19	2			

Chili Philosopher	8	Calendar of events	1	6	1			
Chili Philosopher	9	Calendar of events	1	10	2			
Chili Philosopher	10	chili truck	1	18	2			
Chili Philosopher	2	Chili corn on the cob	2	46	4			
Chili Philosopher	4	Chili cous cous	2	24	3			
Chili Philosopher	5	chili with cornbread	2	33	2			
				188	21			
		Twins baseball game, no branding	0	1	1			
Dino's Gyros	2	Promotion for discounted Gyro	1	2	2	10	29	33
Dino's Gyros	1	Dino's beer						
Dino's Gyros	3	garden	1	0	1			
Dino's Gyros	5	Dino's crew in kitchen	1	1	1			
		Dino's crew setting up beer						
Dino's Gyros	6	garden	1	3	2			
Dino's Gyros	7	Dino's awning	1	3	1			
Dino's Gyros	8	Dino's awning	1	4	1			
Dino's Gyros	9	Dino's food item	2	4	2			
Dino's Gyros	10	Dino's food item	2	0	0			
		Dino's beer						
Dino's Gyros	4	garden with fireworks	5	3	1			
				21	12			
Duke's Poutine	3	Guy golfing, no branding	0	3	0			
		Picture of highway exit, no branding	0	0	0			
Duke's Poutine	8	Picture of animal,						
Duke's Poutine	10	no branding	0	2	0			
		Crew member cleaning in the						
Duke's Poutine	1	back	1	0	0	16	117	5
Duke's Poutine	4	Poutine stand	1	4	0			
Duke's Poutine	5	Poutine stand	1	4	0			
		Fries being prepped in						
Duke's Poutine	6	kitchen	1	2	0			
		Crew member working in the						
Duke's Poutine	7	kitchen	1	1	0			

Duke's Poutine	9	Crew setting up the poutine stand	1	3	0			
Duke's Poutine	2	Crew with celebrity (News anchor)	5	3	1			
				22	1			
Farmer's Belly Truck	1	Farmer's belly truck	1	14	1	40	123	153
Farmer's Belly Truck	4	Farmer's belly truck	1	13	4			
Farmer's Belly Truck	7	Farmer's belly truck	1	13	1			
Farmer's Belly Truck	10	Farmer's belly crew making cheese	1	10	1			
Farmer's Belly Truck	5	Farmer's belly burgers	2	13	1			
Farmer's Belly Truck	9	Farmer's belly sandwich	2	16	1			
Farmer's Belly Truck	2	Farmer's belly truck with customers in line	4	18	3			
Farmer's Belly Truck	3	Farmer's belly customers waiting in line	4	12	1			
Farmer's Belly Truck	6	Farmer's belly customers waiting in line	4	15	2			
Farmer's Belly Truck	8	Farmer's belly customers waiting in line	4	6	1			
				130	16			
Frank Food Truck	1	Calendar of events	1	2	1	40	263	73
Frank Food Truck	2	Frank food truck	1	16	3			
Frank Food Truck	4	Frank food crew TV	1	23	9			
Frank Food Truck	5	announcement	1	17	1			
Frank Food Truck	8	frank food truck food being prepped in the back	1	20	1			
Frank Food Truck	9		1	14	1			
Frank Food Truck	3	Frank corn dog	2	21	2			
Frank Food Truck	6	Frank's hot dogs	2	23	4			
Frank Food Truck	7	frank hot dog	2	21	3			
Frank Food Truck	10	Cupcakes from frosted frenzy	2	16	7			
				173	32			

Fresh French Fries	4	Peripheral, Celebrity at event, no branding	0	45	0			
Fresh French Fries	2	Employee Frying in the back	1	59	1			
Fresh French Fries	5	Crew cleaning in the back	1	60	2			
Fresh French Fries	8	Crew cleaning in the back	1	46	1			
Fresh French Fries	9	Crew prepping fries in the back	1	45	4			
Fresh French Fries	3	customers in line with fries	4	66	0			
Fresh French Fries	6	customers in line with fries	4	54	1			
Fresh French Fries	7	customers with fries	4	75	4			
Fresh French Fries	1	Crew with celebrity (KISS)	5	60	1	97	788	53
Fresh French Fries	10	Fresh French Fries stand with fireworks	5	43	0			
				553	14			
Frosted Frenzy Truck	1	calendar of events	1	13	2	183	546	83
Frosted Frenzy Truck	5	calendar of events	1	18	5			
Frosted Frenzy Truck	6	Frosted frenzy truck	1	18	1			
Frosted Frenzy Truck	8	calendar of events	1	23	6			
Frosted Frenzy Truck	2	pack of cupcakes	2	21	1			
Frosted Frenzy Truck	3	pack of cupcakes	2	32	3			
Frosted Frenzy Truck	4	pack of cupcakes	2	37	4			
Frosted Frenzy Truck	9	pack of cupcakes	2	36	6			
Frosted Frenzy Truck	7	frosted frenzy truck with customers in line	4	12	3			
Frosted Frenzy Truck	10	Easter cupcake	5	32	3			
				242	34			
Georgia's Truck	1	Bread in the kitchen	1	8	2	1021	660	694
Georgia's Truck	2	Poster of upcoming event	1	16	1			
Georgia's Truck	3	stack of meal receipts behind the scenes	1	40	10			

Georgia's Truck	5	Georgia's menu	1	29	6			
Georgia's Truck	8	Spicy kale cooking	1	22	4			
Georgia's Truck	9	Georgia's meat smoking in the back	1	33	1			
Georgia's Truck	7	Georgia's sandwich meal	2	25	2			
Georgia's Truck	4	Customers waiting in line	4	33	2			
Georgia's Truck	6	Customers waiting in line	4	25	2			
Georgia's Truck	10	Customers with Georgia's	4	22	1			
				253	31			
Golden State Concessions	3	Santa and Mrs. Claus, no branding	0	0	1			
Golden State Concessions	5	Holiday picture, no branding	0	2	1			
Golden State Concessions	7	Flowers, no branding	0	3	1			
Golden State Concessions	4	Golden State Kettle Corn Stand	1	1	1			
Golden State Concessions	6	Golden State Kettle corn stand	1	3	1			
Golden State Concessions	8	Goldenstate lemonade	1	3	1			
Golden State Concessions	9	Goldenstate Kettle corn stand	1	1	1			
Golden State Concessions	10	Golden state Kettle corn stand	1	1	1			
Golden State Concessions	1	Golden state kettle corn	2	2	0	22	13	20
Golden State Concessions	2	customer with funnel cake	4	1	1			
				17	9			
Hey Joe Truck	8	Lamborghini, no branding	0	18	3			
Hey Joe Truck	1	Calendar of events	1	7	1	327	430	350
Hey Joe Truck	4	Calendar of events	1	9	2			
Hey Joe Truck	5	Calendar of events	1	9	1			
Hey Joe Truck	7	ingredients for meal	1	19	5			
Hey Joe Truck	2	Hey Joe meal	2	17	1			
Hey Joe Truck	3	hey joe meal bun	2	17	4			
Hey Joe Truck	6	shaved ice from another truck	2	32	3			

Hey Joe Truck	9	hey joe noodles	2	22	2			
Hey Joe Truck	10	hey joe bun	2	22	1			
				172	23			
Hola Arepa	4	Construction, no branding	0	5	1			
Hola Arepa	5	Construction, no branding	0	8	2			
Hola Arepa	6	Construction, no branding	0	15	1			
Hola Arepa	8	Doll picture, no branding	0	5	0			
Hola Arepa	9	Construction workers, no branding	0	13	0			
Hola Arepa	10	Two men, no branding	0	3	0			
Hola Arepa	1	Hola Arepa construction	1	47	7	27	177	1
Hola Arepa	2	Hola Arepa construction	1	32	3			
Hola Arepa	3	Hola Arepa truck	1	25	1			
Hola Arepa	7	Hola Arepa construction	1	13	0			
				166	15			
Potter's Pasties	5	Pastie truck	1	7	0			
Potter's Pasties	6	Pastie Kitchen prep	1	6	1			
Potter's Pasties	8	Pastie kitchen prep	1	2	1			
Potter's Pasties	1	Pastie meal (smoked meat)	2	3	2	30	64	5
Potter's Pasties	2	Pastie meal (smoked meat)	2	4	1			
Potter's Pasties	3	Pastie meal (sausage)	2	5	1			
Potter's Pasties	4	Pastie meal (smoked meat)	2	6	1			
Potter's Pasties	7	Pastie meal (pastie)	2	4	2			
Potter's Pasties	9	Pastie meal (sausage)	2	0	1			
Potter's Pasties	10	Pastie Kitchen prep	2	1	1			
				38	11			
Shake Shack	10	Sunglasses, no branding	0	1171	9			
Shake Shack	5	Tips and etiquette	1	1099	24			
Shake Shack	6	Shake Shack Stand	1	2060	59			

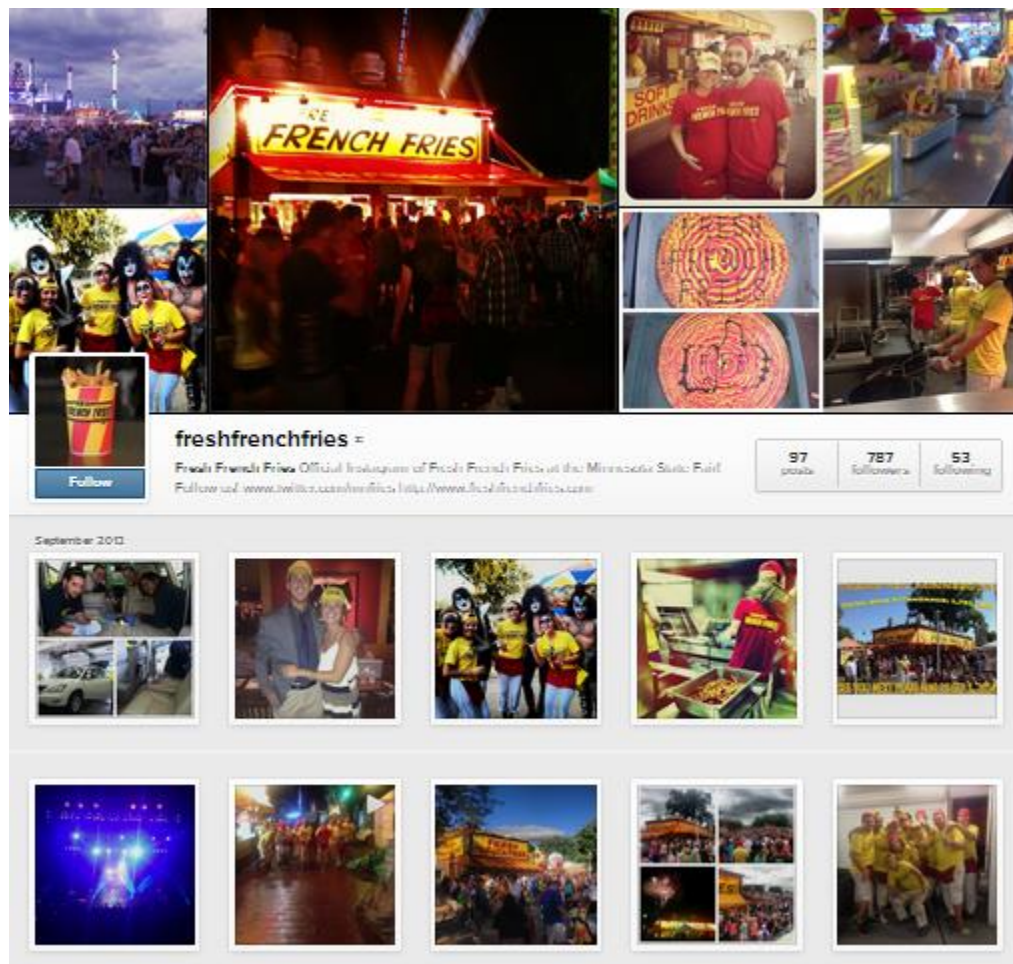
Shake Shack	8	Shack Shack new menu item	1	1675	50			
Shake Shack	1	Burger	2	1213	19	1730	102316	549
Shake Shack	4	Burger and fries	2	2316	58			
Shake Shack	9	Burger customers celebrating with	2	1613	36			
Shake Shack	2	Burgers customer in costume with	4	1291	20			
Shake Shack	3	milk shake customer with	4	1341	16			
Shake Shack	7	Shake Shack	4	2272	69			
				16051	360			
Sweet Martha's Cookies	6	Employee scooping up cookies in the back	1	160	2			
Sweet Martha's Cookies	10	Crew baking cookies in the back	1	155	3			
Sweet Martha's Cookies	2	customers with cookies	4	162	1			
Sweet Martha's Cookies	4	customers in line with cookies	4	203	3			
Sweet Martha's Cookies	7	customers in line with cookies	4	215	10			
Sweet Martha's Cookies	1	Cookies with celebrity (Andrew Zimmern)	5	144	4	105	1303	2
Sweet Martha's Cookies	3	Cookies with celebrity (Macklemore)	5	108	4			
Sweet Martha's Cookies	5	Crew having fun in the back kitchen	5	218	3			
Sweet Martha's Cookies	8	Cookies with celebrity (Macklemore)	5	256	4			
Sweet Martha's Cookies	9	Cookies with celebrity (Adrian Peterson)	5	285	9			
				1906	43			
The Corn Roast	8	Peripheral, clock with current temperature, no branding	0	11	1			
The Corn Roast	5	Corn fact (recycling)	1	6	1			
The Corn Roast	9	Corn roast stand	1	35	2			

<b>The Corn Roast</b>	10	Crew roasting corn in the back	1	14	0			
<b>The Corn Roast</b>	3	customer with corn	4	14	0			
<b>The Corn Roast</b>	1	Crew having fun in the back kitchen	5	19	0	13	115	25
<b>The Corn Roast</b>	2	Crew having fun in the back kitchen	5	25	4			
<b>The Corn Roast</b>	4	Crew having fun in the back kitchen	5	25	1			
<b>The Corn Roast</b>	6	Corn roast stand with fireworks	5	25	2			
<b>The Corn Roast</b>	7	Celebrity with corn	5	29	1			
				203	12			
<b>The Pie Hole Truck</b>	5	happy Easter post, no branding	0	16	2			
<b>The Pie Hole Truck</b>	1	Pie Hole menu	1	19	4	377	956	1482
<b>The Pie Hole Truck</b>	3	Pie filling being prepped	1	36	13			
<b>The Pie Hole Truck</b>	10	Pie hole truck	1	30	1			
<b>The Pie Hole Truck</b>	2	Peanut butter pie	2	30	2			
<b>The Pie Hole Truck</b>	4	Pie hole crème pie	2	27	8			
<b>The Pie Hole Truck</b>	6	Smores Pie	2	30	1			
<b>The Pie Hole Truck</b>	7	Strawberry pie	2	37	6			
<b>The Pie Hole Truck</b>	8	Coconut crème pie	2	16	4			
<b>The Pie Hole Truck</b>	9	Boston Crème pie	2	27	1			
				268	42			
<b>The Pudding Truck</b>	5	street view, no branding	0	5	1			
<b>The Pudding Truck</b>	7	random cat, no branding	0	3	1			
<b>The Pudding Truck</b>	4	pudding food license announcement	1	14	9			
<b>The Pudding Truck</b>	6	pudding menu	1	11	2			
<b>The Pudding Truck</b>	8	pudding wafers baking	1	9	2			
<b>The Pudding Truck</b>	9	coconut pudding prep	1	11	1			
<b>The Pudding Truck</b>	10	Pudding truck	2	5	3			

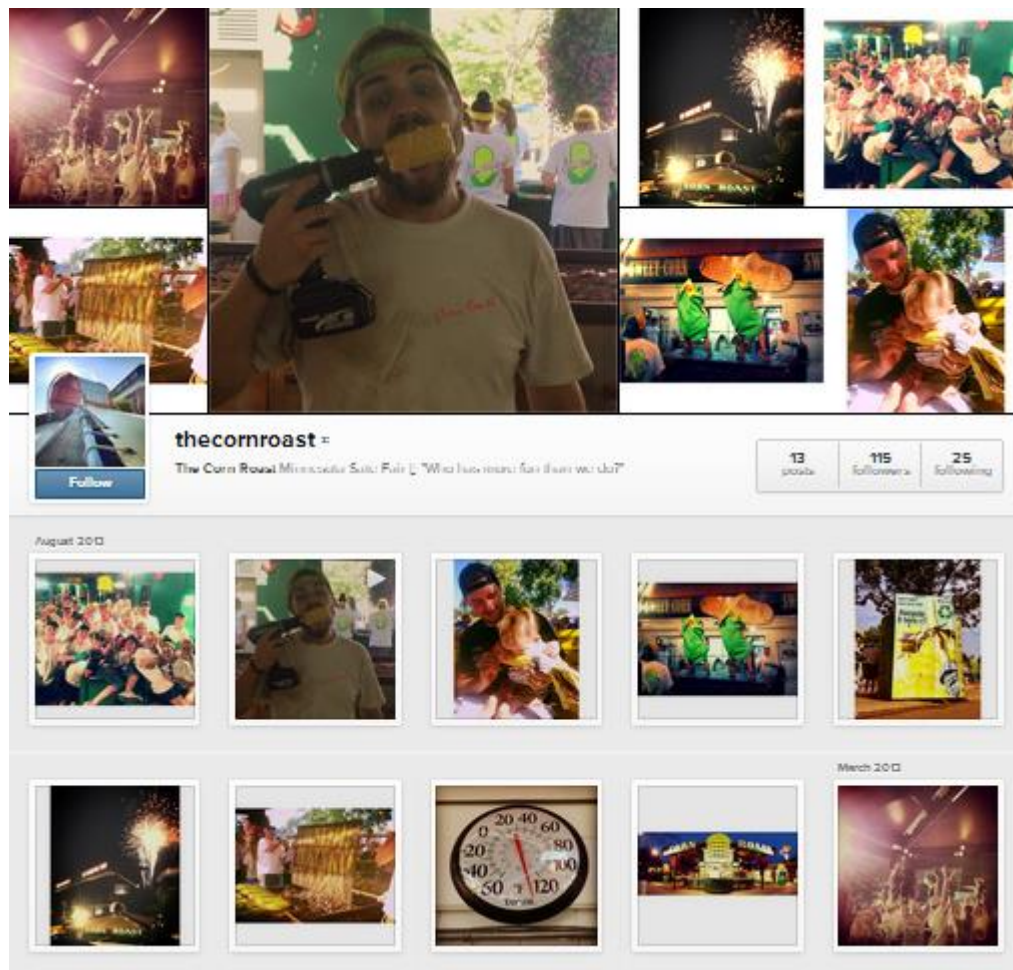


<b>The Pudding Truck</b>	1	special pudding sundae	5	18	2	27	112	28
<b>The Pudding Truck</b>	2	pudding passover	5	16	3			
<b>The Pudding Truck</b>	3	easter pudding	5	15	4			
				107	28			
<b>Vizzitruck</b>	2	Vizzitruck	1	58	4			
<b>Vizzitruck</b>	3	Vizzitruck	1	65	3			
<b>Vizzitruck</b>	10	Vizzitruck	1	63	5			
<b>Vizzitruck</b>	4	Vizzitruck meal (sandwich)	2	105	6			
<b>Vizzitruck</b>	5	The pudding truck meal	2	85	6			
<b>Vizzitruck</b>	7	Vizzitruck meal (tacos)	2	73	2			
<b>Vizzitruck</b>	8	Chiliphilosoher meal (chili)	2	87	4			
<b>Vizzitruck</b>	9	Vizzitruck meal (tacos)	2	111	4			
<b>Vizzitruck</b>	1	Vizzitruck and customers	4	45	3	237	2500	1631
<b>Vizzitruck</b>	6	Vizzitruck customers waiting in line	4	47	4			
				739	41			

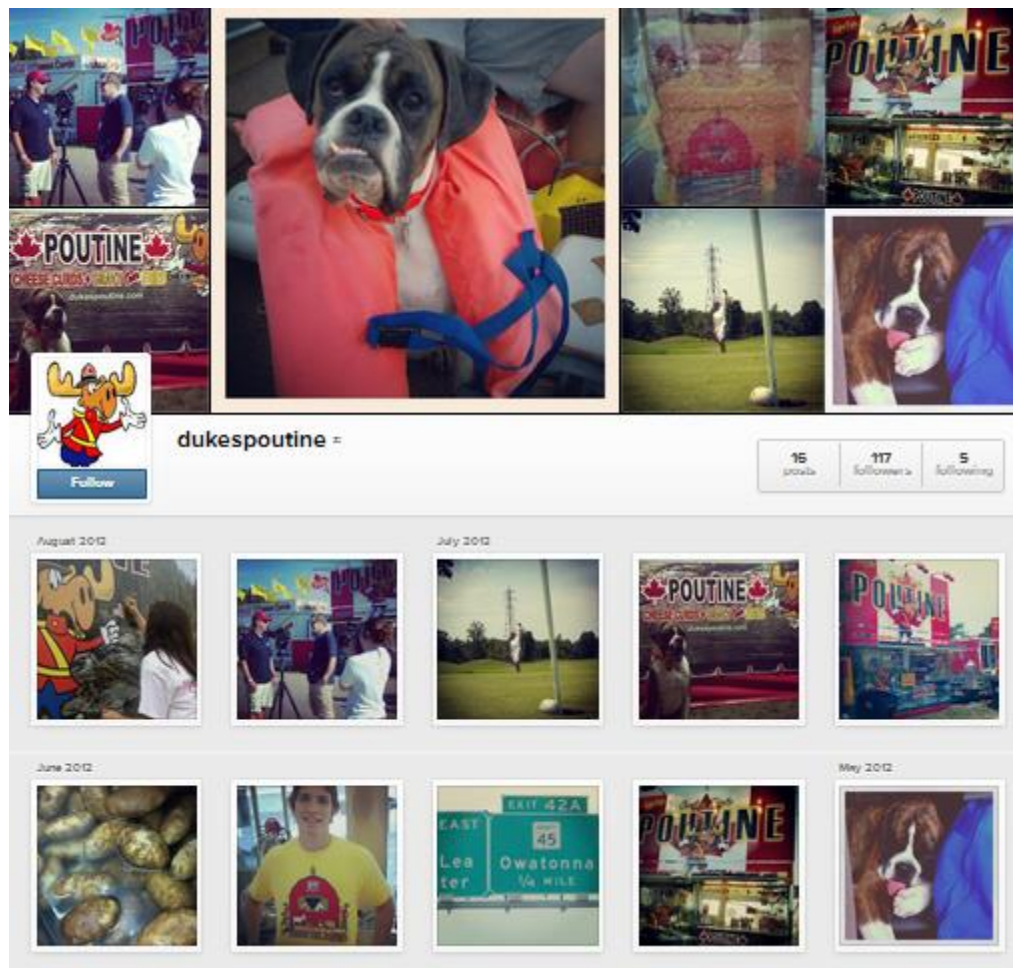
## Appendix D: Coder Two Screen Shots

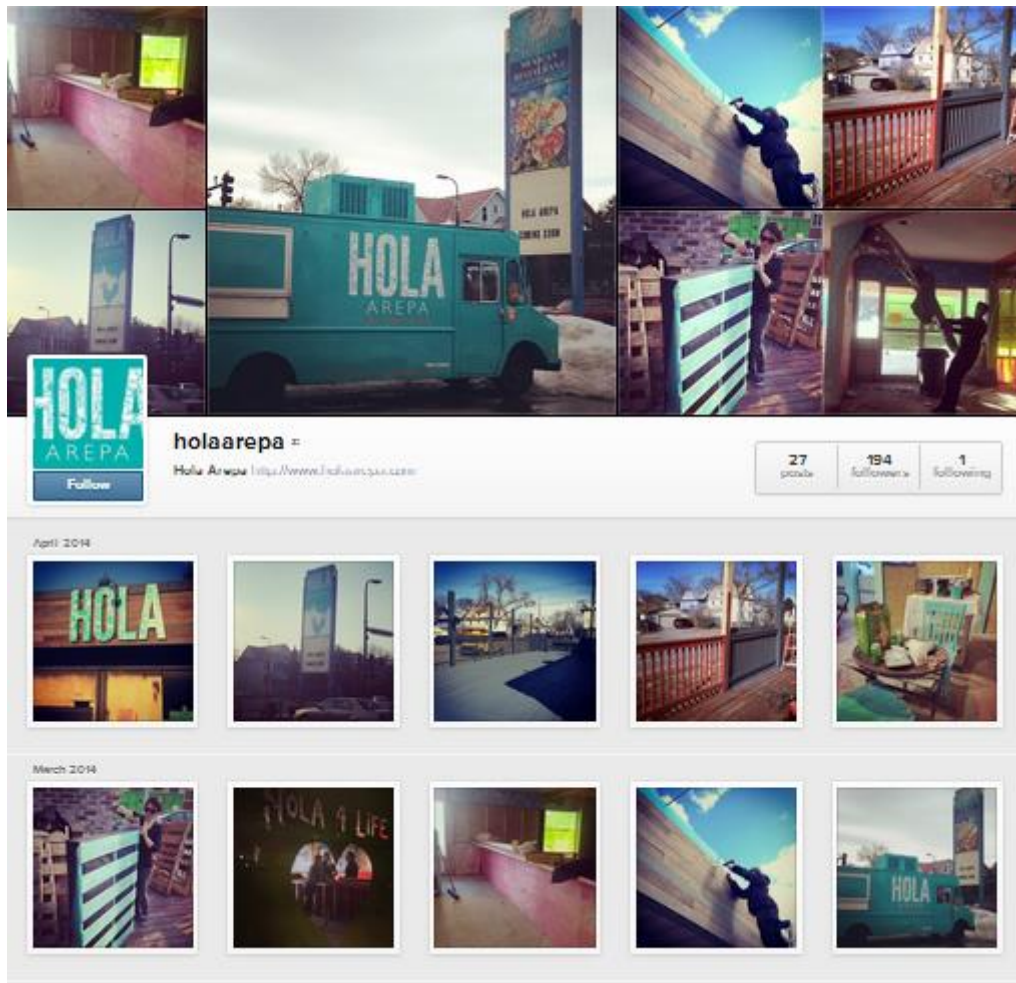


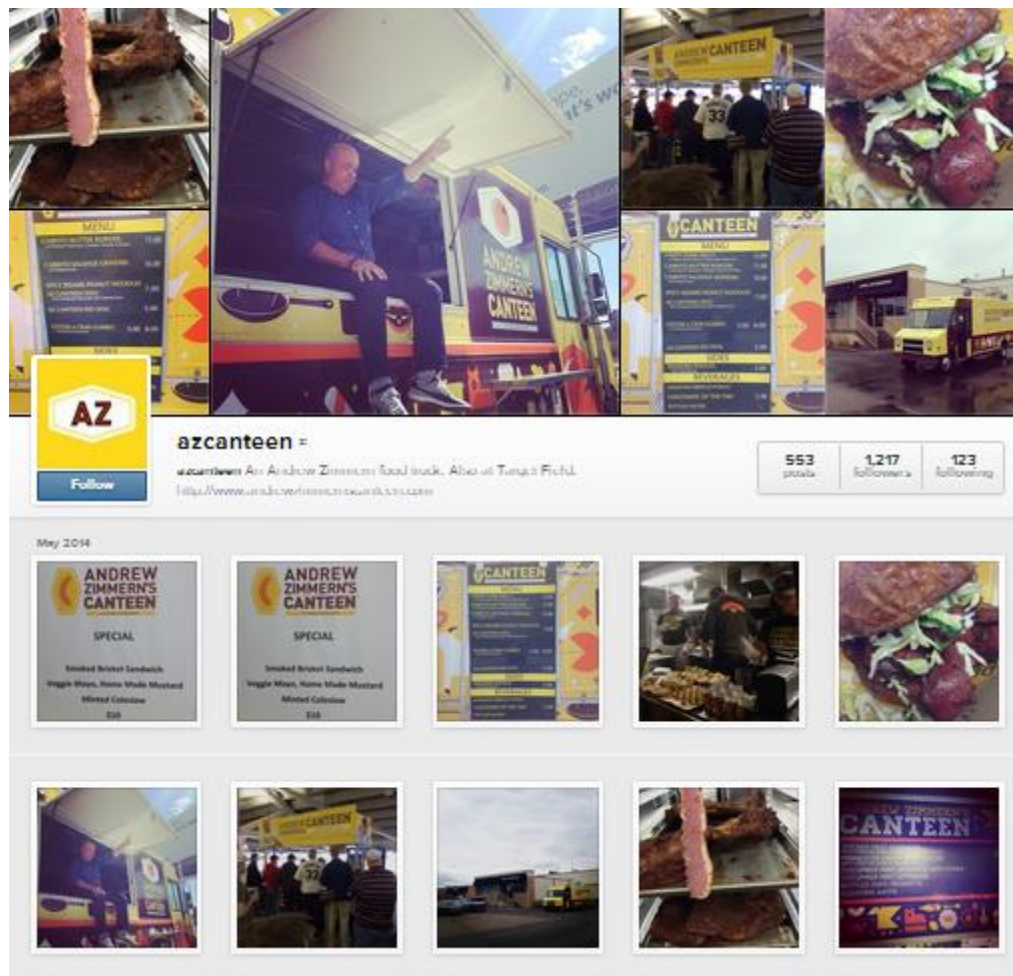


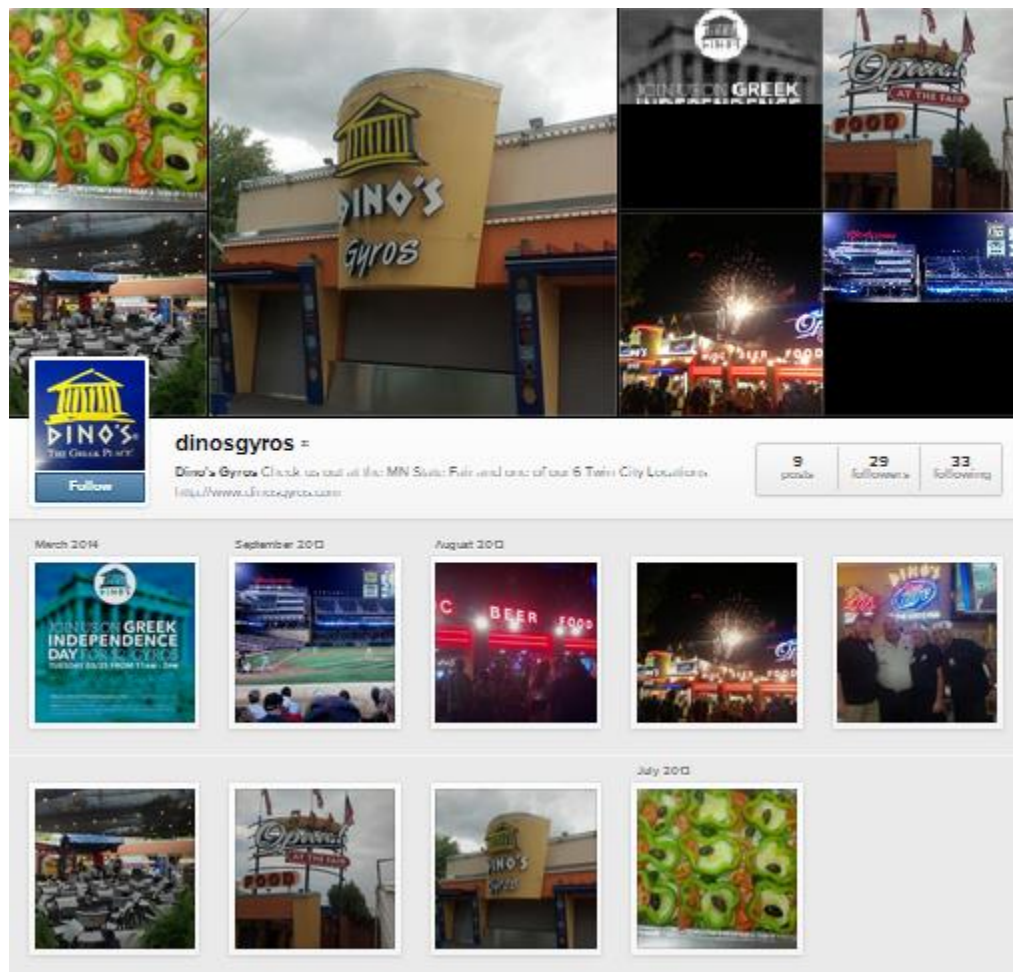




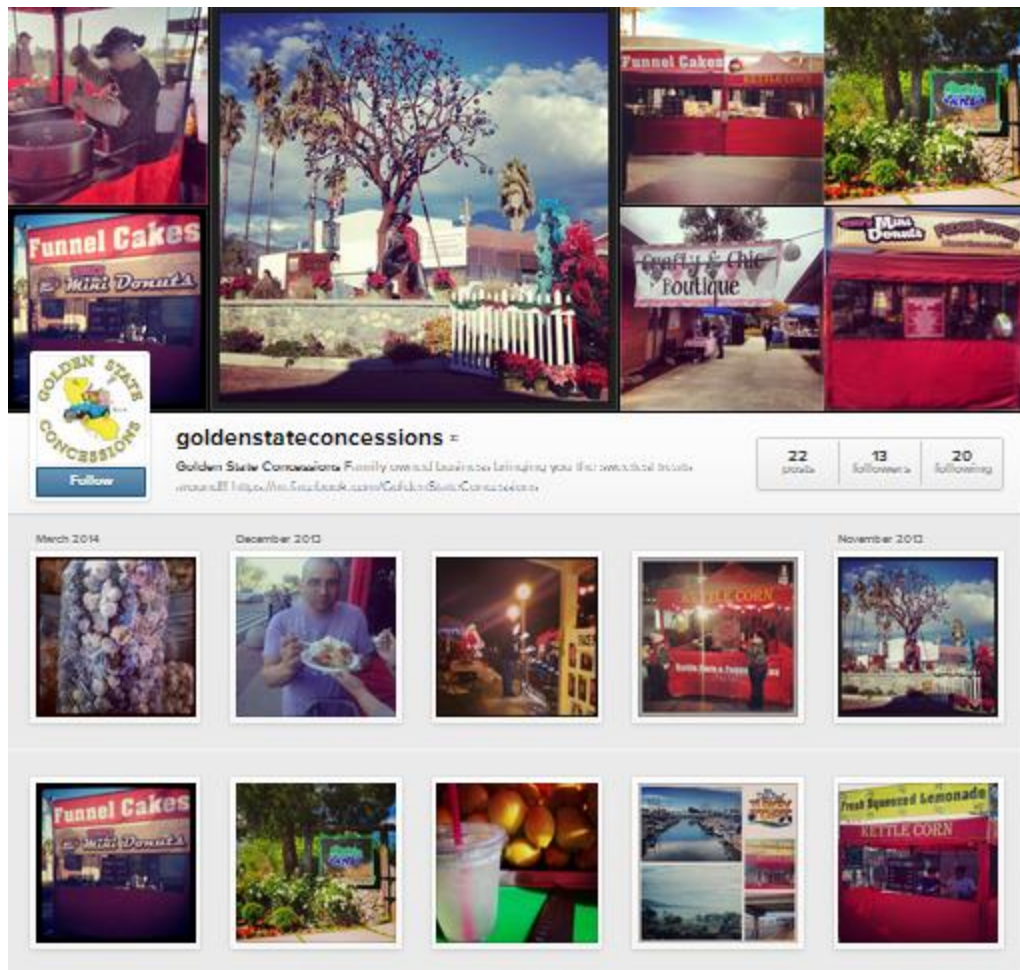


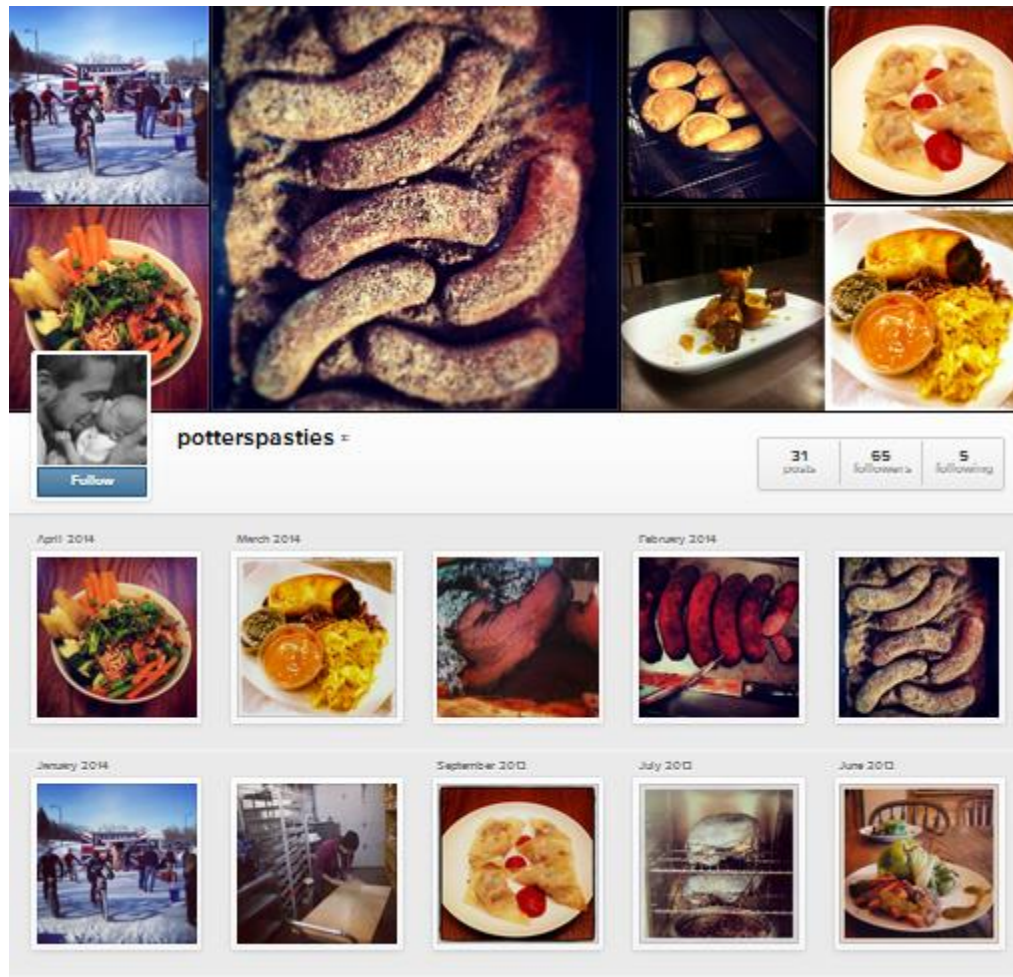


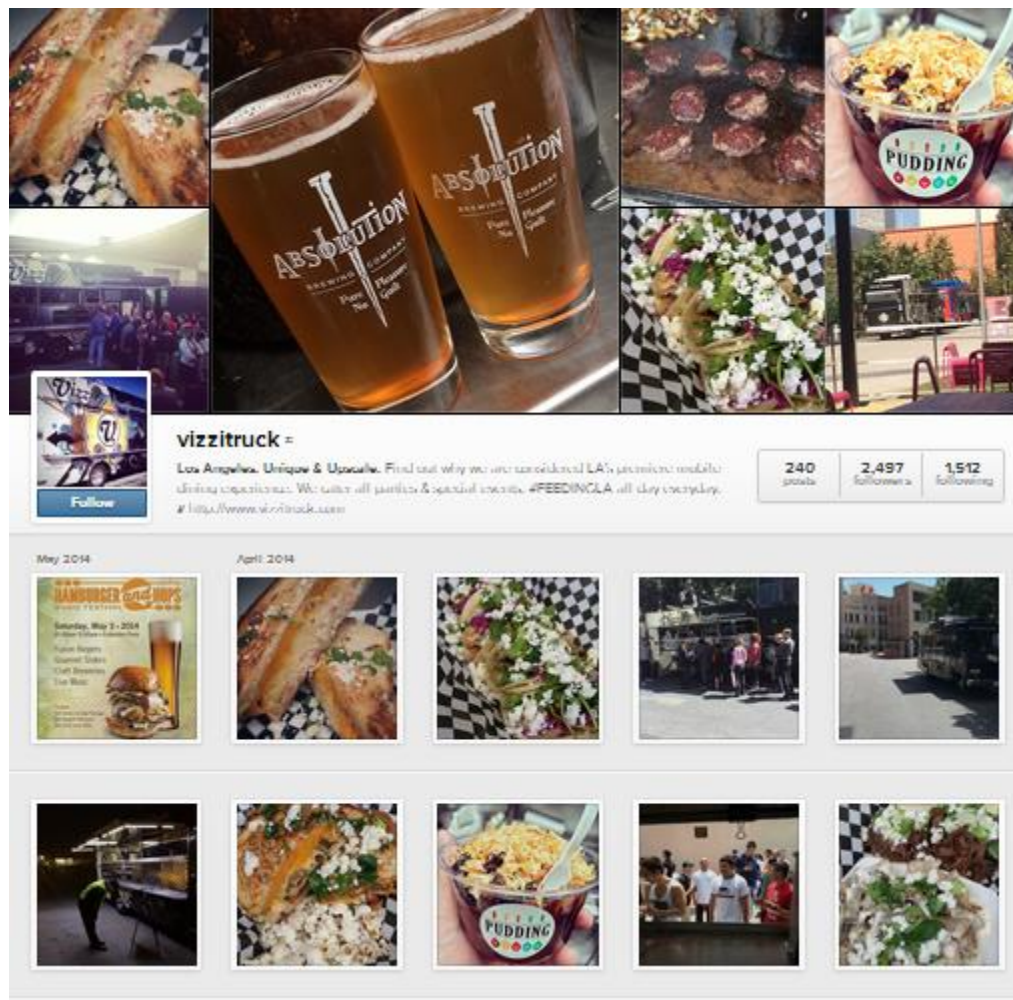






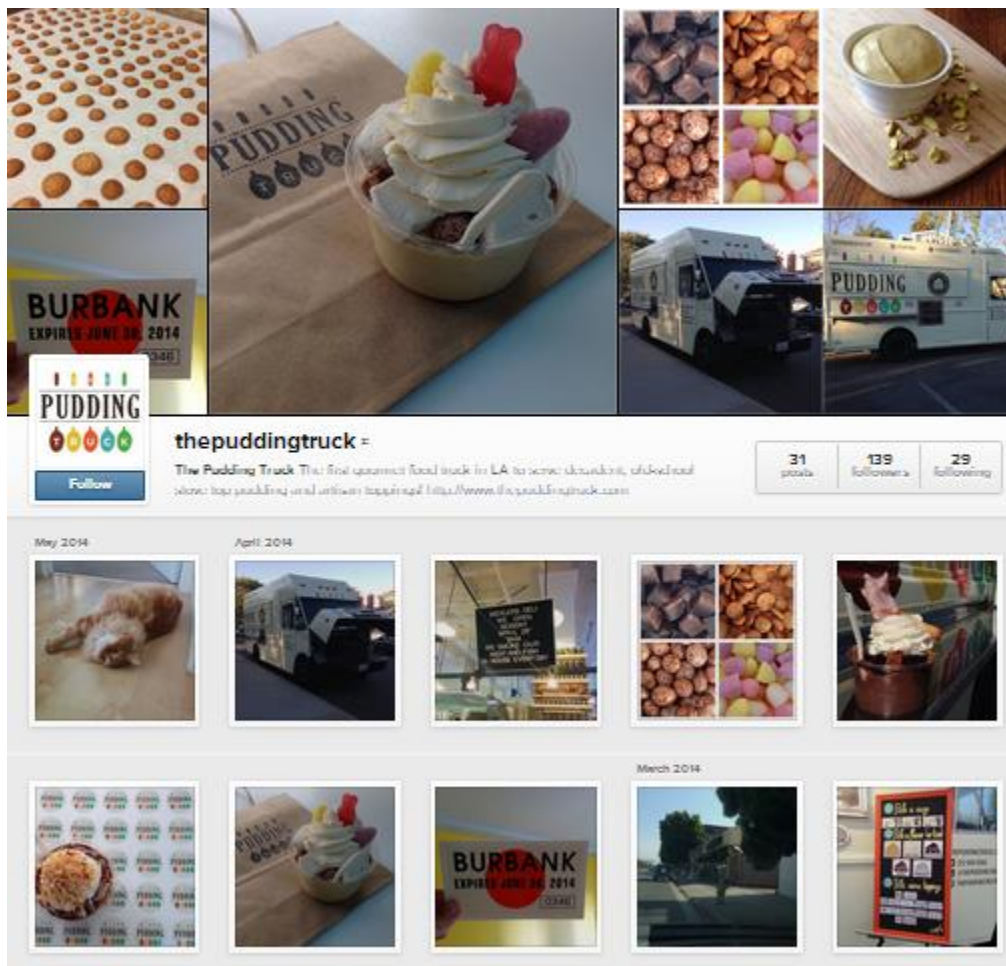


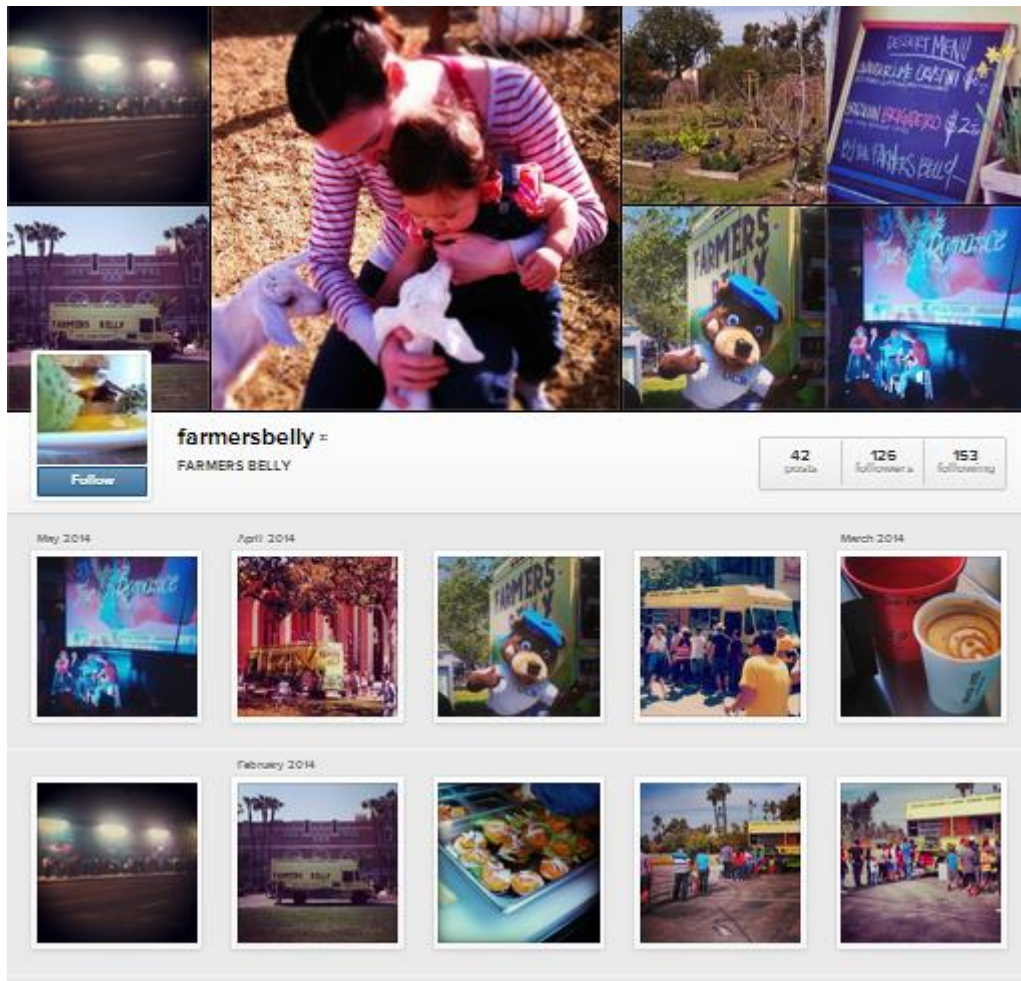




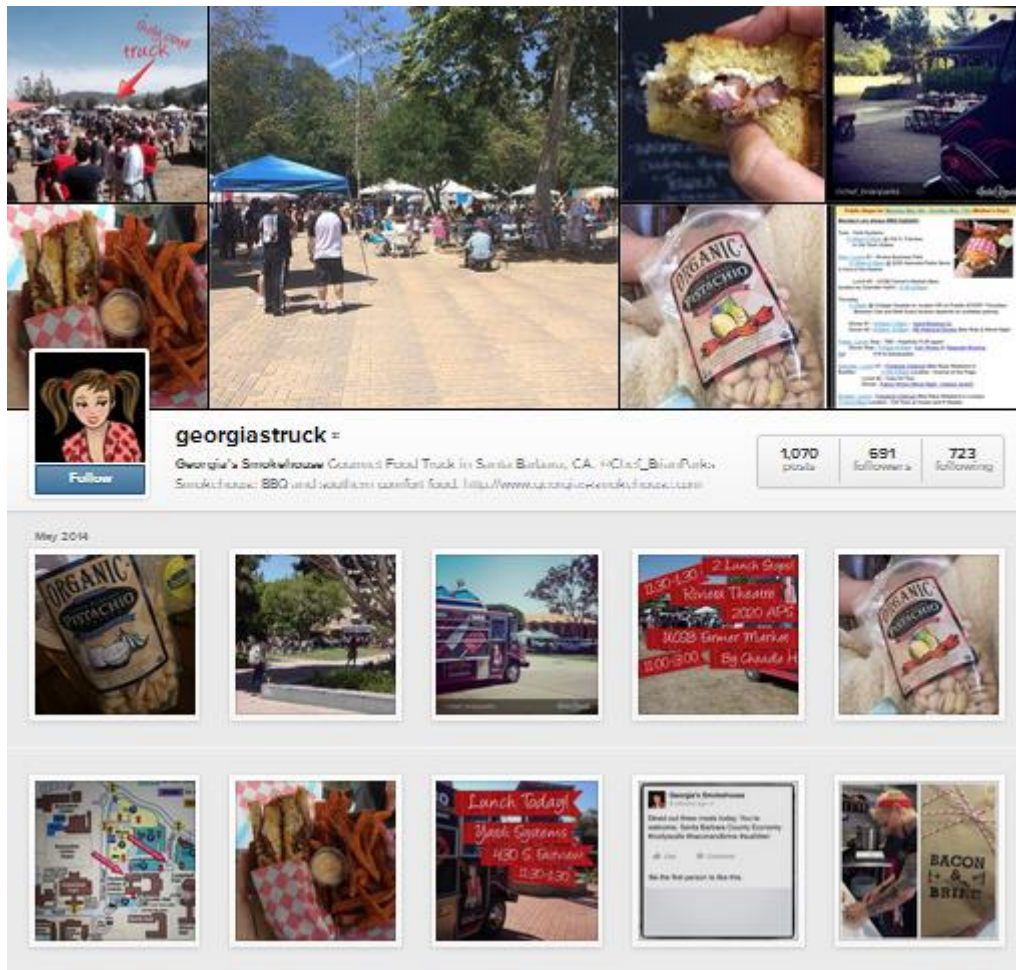


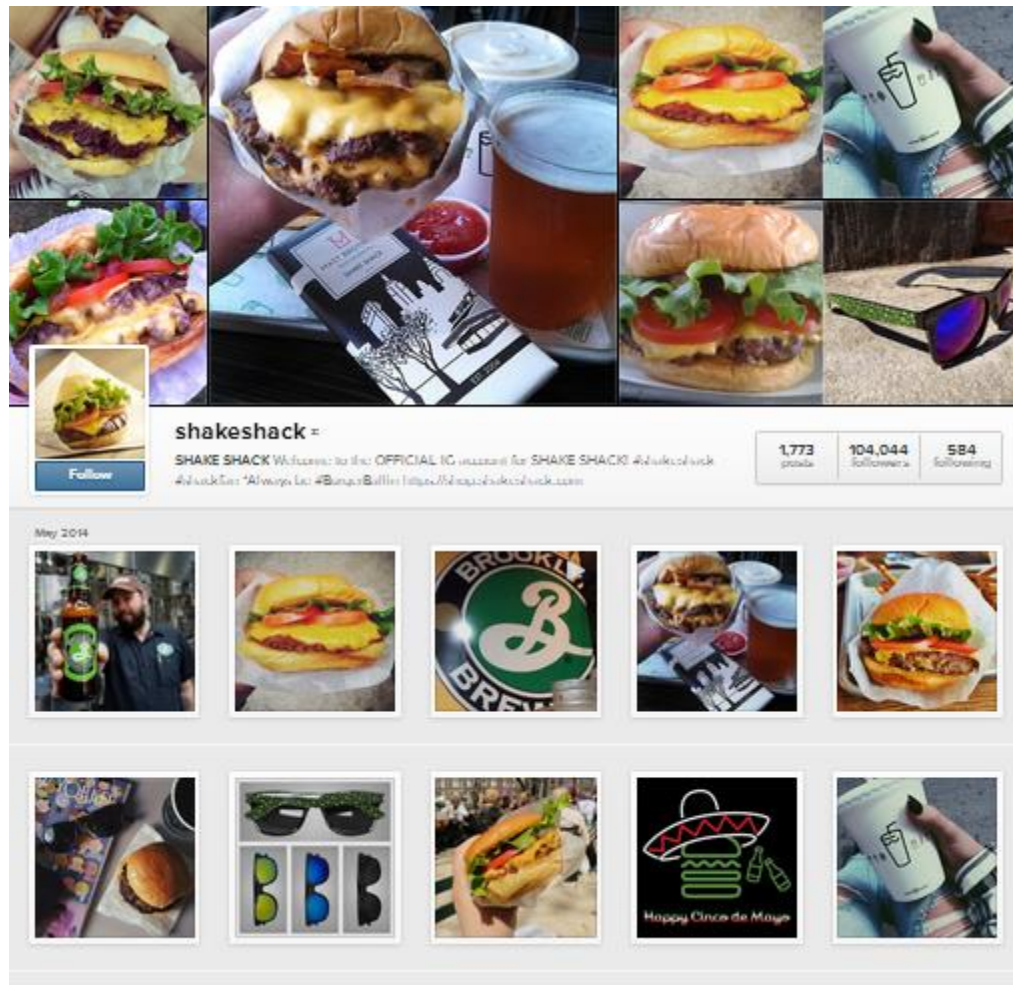


















**the pieholetruck** =


the Pie Hole Truck COMING TO LITTLE ROCK IN MAY! Food truck serving up & unusual Little Rock serving up music from around town and every place. The pie hole truck is a small, mobile food truck.

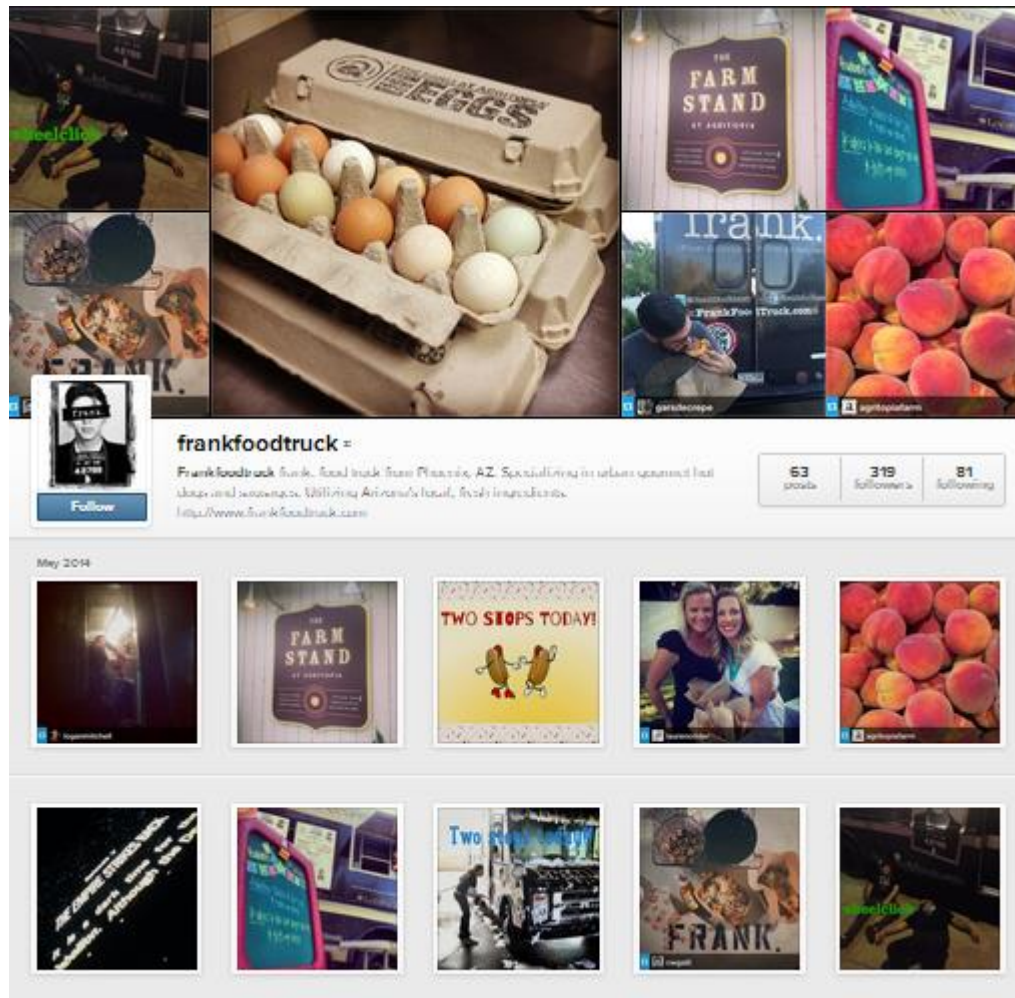
383 posts   966 followers   1526 following

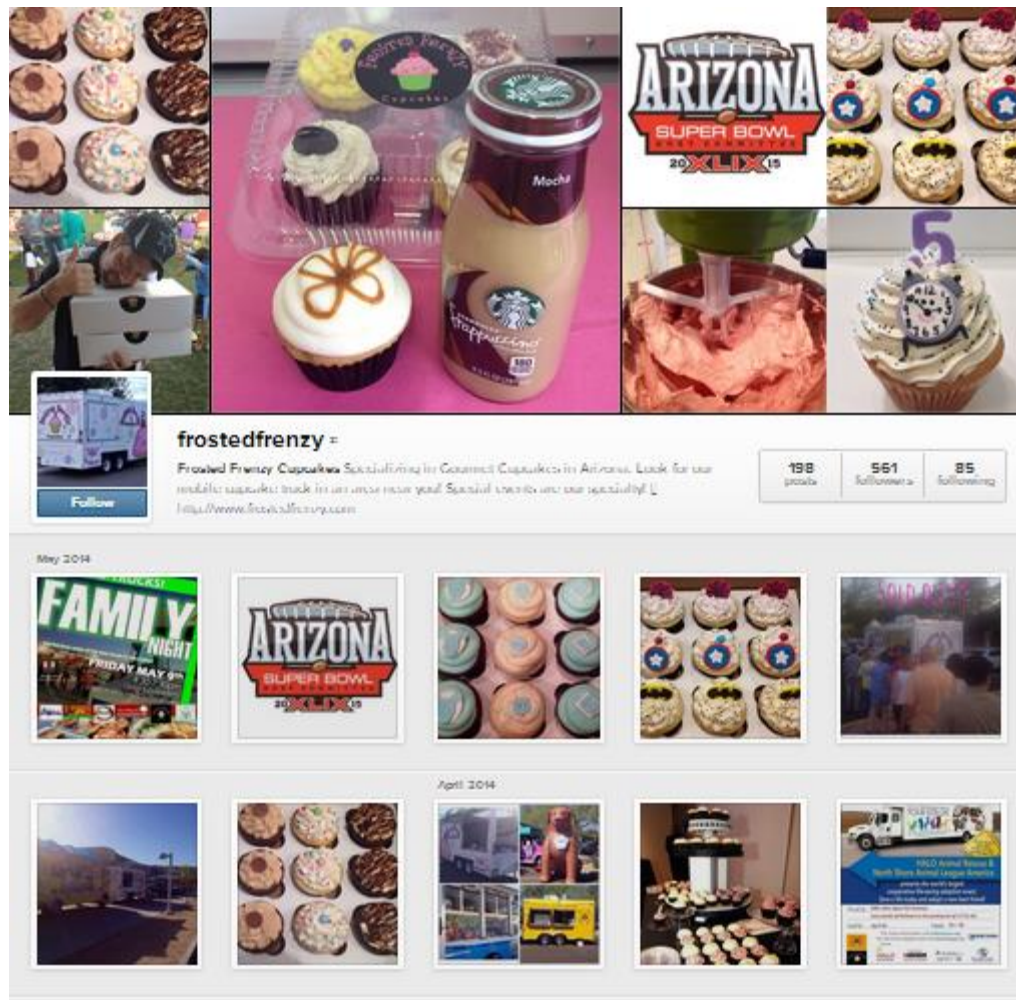
May 2014



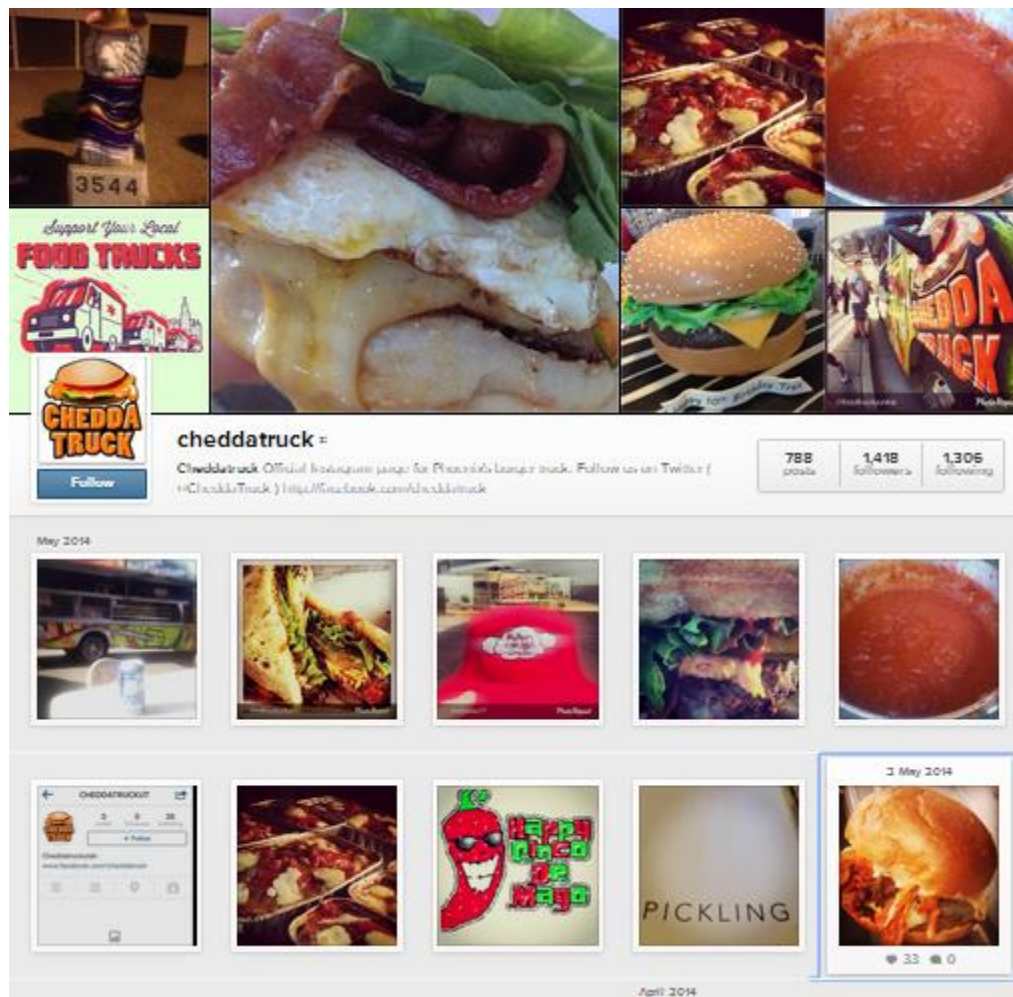
April 2014

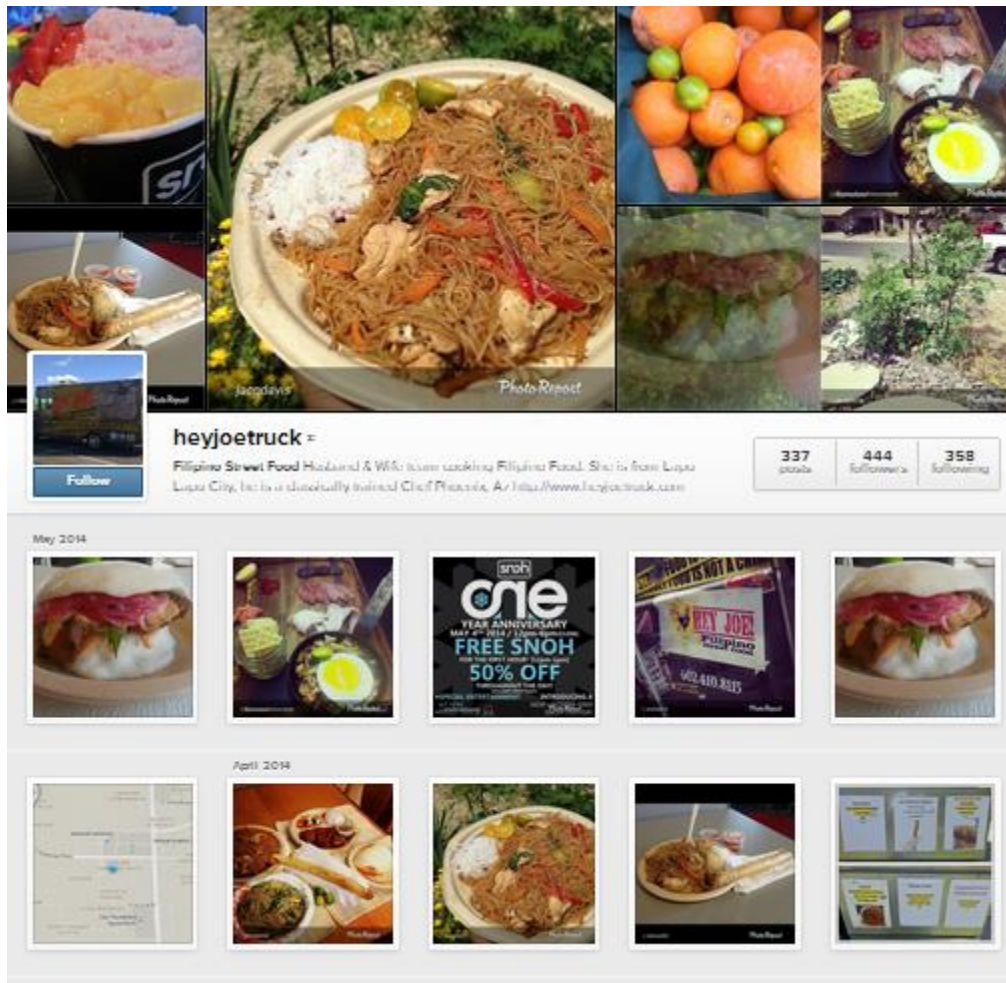












## Appendix E: Coder Two Sheet

Sample	Posting	Description	Code	# Likes	# Comments	# of Posts	Followers	Following
Fresh French Fries	1	Crew with celebrity (KISS)	5	60	1	97	788	53
Fresh French Fries	2	Employee Frying in the back	1	59	1			
Fresh French Fries	3	customers in line with fries	4	66	0			
Fresh French Fries	4	Peripheral, Celebrity at event, no branding	0	45	0			
Fresh French Fries	5	Crew cleaning in the back	1	60	2			
Fresh French Fries	6	customers in line with fries	4	54	1			
Fresh French Fries	7	customers with fries	4	75	4			
Fresh French Fries	8	Crew cleaning in the back	1	46	1			
Fresh French Fries	9	Crew prepping fries in the back	1	45	4			
Fresh French Fries	10	Fresh French Fries stand with fireworks	1, 5	43	0			
Sweet Martha's Cookies	1	Cookies with celebrity (Andrew Zimmern)	5	144	4	105	1303	2
Sweet Martha's Cookies	2	customers with cookies	4	162	1			
Sweet Martha's Cookies	3	Cookies with celebrity (Macklemore)	5	108	4			
Sweet Martha's Cookies	4	customers in line with cookies	4	203	3			
Sweet Martha's Cookies	5	Crew having fun in the back kitchen	1, 5	218	3			
Sweet Martha's Cookies	6	Employee scooping up cookies in the back	1	160	2			

<b>Sweet Martha's Cookies</b>	7	customers in line with cookies	4	215	10			
<b>Sweet Martha's Cookies</b>	8	Cookies with celebrity (Macklemore)	5	256	4			
<b>Sweet Martha's Cookies</b>	9	Cookies with celebrity (Adrian Peterson)	5	285	9			
<b>Sweet Martha's Cookies</b>	10	Crew baking cookies in the back	1	155	3			
<b>The Corn Roast</b>	1	Crew having fun in the back kitchen	1	19	0	13	115	25
<b>The Corn Roast</b>	2	Crew having fun in the back kitchen	1,5	25	4			
<b>The Corn Roast</b>	3	customer with corn	4,5	14	0			
<b>The Corn Roast</b>	4	Crew having fun in the back kitchen	1,5	25	1			
<b>The Corn Roast</b>	5	Corn fact (recycling)	1	6	1			
<b>The Corn Roast</b>	6	Corn roast stand with fireworks	1,5	25	2			
<b>The Corn Roast</b>	7	Celebrity with corn	5	29	1			
<b>The Corn Roast</b>	8	Peripheral, clock with current temperature, no branding	0	11	1			
<b>The Corn Roast</b>	9	Corn roast stand	1	35	2			
<b>The Corn Roast</b>	10	Crew roasting corn in the back	4	14	0			
<b>Duke's Poutine</b>	1	Crew member cleaning in the back	1	0	0	16	117	5
<b>Duke's Poutine</b>	2	Crew with celebrity (News anchor)	5	3	1			
<b>Duke's Poutine</b>	3	Guy golfing, no branding	0	3	0			
<b>Duke's Poutine</b>	4	Poutine stand	0	4	0			
<b>Duke's Poutine</b>	5	Poutine stand	1	4	0			
<b>Duke's Poutine</b>	6	Fries being prepped in kitchen	0	2	0			
<b>Duke's Poutine</b>	7	Crew member working in the kitchen	1	1	0			

Duke's Poutine	8	Picture of highway exit, no branding	0	0	0			
Duke's Poutine	9	Crew setting up the poutine stand	1	3	0			
Duke's Poutine	10	Picture of animal, no branding	0	2	0			
Hola Arepa	1	Hola Arepa construction	1	47	7	27	177	1
Hola Arepa	2	Hola Arepa construction	0	32	3			
Hola Arepa	3	Hola Arepa truck	1	25	1			
Hola Arepa	4	Construction, no branding	0	5	1			
Hola Arepa	5	Construction, no branding	0	8	2			
Hola Arepa	6	Construction, no branding	0	15	1			
Hola Arepa	7	Hola Arepa construction	1	13	0			
Hola Arepa	8	Doll picture, no branding	0	5	0			
Hola Arepa	9	Construction workers, no branding	0	13	0			
Hola Arepa	10	Two men, no branding	0	3	0			
AZ Canteen	1	Chef cooking	1,2	34	1	535	1190	109
AZ Canteen	2	AZ Canteen Menu	1	22	0			
AZ Canteen	3	Hot dog stand, no branding	0	17	3			
AZ Canteen	4	Menu board	1	29	1			
AZ Canteen	5	Food item on menu	2	40	0			
AZ Canteen	6	Chefs cooking in the back kitchen	1	26	0			
AZ Canteen	7	Chef prepping food	4	20	0			
AZ Canteen	8	Menu board	1	27	3			
AZ Canteen	9	AZ Canteen Truck	1	17	1			
AZ Canteen	10	Food item on menu	2	35	0			
Dino's Gyros	1	Promotion for discounted Gyro	1	2	2	10	29	33



<b>Dino's Gyros</b>	2	Twins baseball game, no branding	0	1	1			
<b>Dino's Gyros</b>	3	Dino's beer garden	4	0	1			
<b>Dino's Gyros</b>	4	Dino's beer garden with fireworks	5,4	3	1			
<b>Dino's Gyros</b>	5	Dino's crew in kitchen	1	1	1			
<b>Dino's Gyros</b>	6	Dino's crew setting up beer garden	1	3	2			
<b>Dino's Gyros</b>	7	Dino's awning	1	3	1			
<b>Dino's Gyros</b>	8	Dino's awning	1	4	1			
<b>Dino's Gyros</b>	9	Dino's food item	2	4	2			
<b>Dino's Gyros</b>	10	Dino's food item	2	0	0			
<b>Golden State Concessions</b>	1	Golden state kettle corn	2	2	0	22	13	20
<b>Golden State Concessions</b>	2	customer with funnel cake	4,2	1	1			
<b>Golden State Concessions</b>	3	Santa and Mrs. Claus, no branding	0	0	1			
<b>Golden State Concessions</b>	4	Golden State Kettle Corn Stand	1	1	1			
<b>Golden State Concessions</b>	5	Holiday picture, no branding	0	2	1			
<b>Golden State Concessions</b>	6	Golden State Kettle corn stand	1	3	1			
<b>Golden State Concessions</b>	7	Flowers, no branding	0	3	1			
<b>Golden State Concessions</b>	8	Goldenstate lemonade	2	3	1			
<b>Golden State Concessions</b>	9	Goldenstate Kettle corn stand	1	1	1			
<b>Golden State Concessions</b>	10	Golden state Kettle corn stand	1	1	1			
<b>Potter's Pasties</b>	1	Pastie meal (smoked meat)	2	3	2	30	64	5
<b>Potter's Pasties</b>	2	Pastie meal (smoked meat)	2	4	1			
<b>Potter's Pasties</b>	3	Pastie meal (sausage)	2	5	1			
<b>Potter's Pasties</b>	4	Pastie meal (smoked meat)	2	6	1			
<b>Potter's Pasties</b>	5	Pastie truck	1	7	0			

Potter's Pasties	6	Pastie Kitchen prep	1	6	1			
Potter's Pasties	7	Pastie meal (pastie)	2	4	2			
Potter's Pasties	8	Pastie kitchen prep	1,2	2	1			
Potter's Pasties	9	Pastie meal (sausage)	2	0	1			
Potter's Pasties	10	Pastie Kitchen prep	2	1	1			
Vizzitruck	1	Vizzitruck and customers	1,4	45	3	237	2500	1631
Vizzitruck	2	Vizzitruck	1	58	4			
Vizzitruck	3	Vizzitruck	1,4	65	3			
Vizzitruck	4	Vizzitruck meal (sandwich)	2	105	6			
Vizzitruck	5	The pudding truck meal	4	85	6			
Vizzitruck	6	Vizzitruck customers waiting in line	4	47	4			
Vizzitruck	7	Vizzitruck meal (tacos)	2	73	2			
Vizzitruck	8	Chiliphilosophper meal (chili)	4	87	4			
Vizzitruck	9	Vizzitruck meal (tacos)	2	111	4			
Vizzitruck	10	Vizzitruck	1	63	5			
Chili Philosopher	1	Calendar of events	1	10	2	217	400	125
Chili Philosopher	2	Chili corn on the cob	2	46	4			
Chili Philosopher	3	calendar of events	1	15	2			
Chili Philosopher	4	Chili cous cous	2	24	3			
Chili Philosopher	5	chili with cornbread	2	33	2			
Chili Philosopher	6	calendar of events	1	7	1			
Chili Philosopher	7	Chili truck	1	19	2			
Chili Philosopher	8	Calendar of events	1	6	1			
Chili Philosopher	9	Calendar of events	1	10	2			

<b>Chili Philosopher</b>	10	chili truck	1	18	2			
<b>The Pudding Truck</b>	1	special pudding sundae	2	18	2	27	112	28
<b>The Pudding Truck</b>	2	pudding passover	2	16	3			
<b>The Pudding Truck</b>	3	easter pudding	2	15	4			
<b>The Pudding Truck</b>	4	pudding food license announcement	1	14	9			
<b>The Pudding Truck</b>	5	street view, no branding	0	5	1			
<b>The Pudding Truck</b>	6	pudding menu	1	11	2			
<b>The Pudding Truck</b>	7	random cat, no branding	0	3	1			
<b>The Pudding Truck</b>	8	pudding wafers baking	1,2	9	2			
<b>The Pudding Truck</b>	9	coconut pudding prep	1,2	11	1			
<b>The Pudding Truck</b>	10	Pudding truck	1	5	3			
<b>Farmer's Belly Truck</b>	1	Farmer's belly truck	5	14	1	40	123	153
<b>Farmer's Belly Truck</b>	2	Farmer's belly truck with customers in line	1, 4	18	3			
<b>Farmer's Belly Truck</b>	3	Farmer's belly customers waiting in line	4	12	1			
<b>Farmer's Belly Truck</b>	4	Farmer's belly truck	1	13	4			
<b>Farmer's Belly Truck</b>	5	Farmer's belly burgers	1,2	13	1			
<b>Farmer's Belly Truck</b>	6	Farmer's belly customers waiting in line	1,4	15	2			
<b>Farmer's Belly Truck</b>	7	Farmer's belly truck	4	13	1			

Farmer's Belly Truck	8	Farmer's belly customers waiting in line	1,4	6	1			
Farmer's Belly Truck	9	Farmer's belly sandwich	2	16	1			
Farmer's Belly Truck	10	Farmer's belly crew making cheese	1	10	1			
Georgia's Truck	1	Bread in the kitchen	1	8	2	1021	660	694
Georgia's Truck	2	Poster of upcoming event	1	16	1			
Georgia's Truck	3	stack of meal receipts behind the scenes	1	40	10			
Georgia's Truck	4	Customers waiting in line	4	33	2			
Georgia's Truck	5	Georgia's menu	1	29	6			
Georgia's Truck	6	Customers waiting in line	4	25	2			
Georgia's Truck	7	Georgia's sandwich meal	2	25	2			
Georgia's Truck	8	Spicy kale cooking	1	22	4			
Georgia's Truck	9	Georgia's meat smoking in the back	1	33	1			
Georgia's Truck	10	Customers with Georgia's	4	22	1			
Shake Shack	1	Burger	2	1213	19	1730	102316	549
Shake Shack	2	customers celebrating with Burgers	4	1291	20			
Shake Shack	3	customer in costume with milk shake	4,5	1341	16			
Shake Shack	4	Burger and fries	2	2316	58			
Shake Shack	5	Tips and etiquette	1	1099	24			
Shake Shack	6	Shake Shack Stand	1	2060	59			
Shake Shack	7	customer with Shake Shack	2,4,5	2272	69			
Shake Shack	8	Shack Shack new menu item	2,5	1675	50			
Shake Shack	9	Burger	2	1613	36			
Shake Shack	10	Sunglasses, no branding	0	1171	9			

<b>The Pie Hole Truck</b>	1	Pie Hole menu	1	19	4	377	956	1482
<b>The Pie Hole Truck</b>	2	Peanut butter pie	2	30	2			
<b>The Pie Hole Truck</b>	3	Pie filling being prepped	1,2	36	13			
<b>The Pie Hole Truck</b>	4	Pie hole crème pie	2	27	8			
<b>The Pie Hole Truck</b>	5	happy easter post, no branding	0	16	2			
<b>The Pie Hole Truck</b>	6	Smores Pie	2	30	1			
<b>The Pie Hole Truck</b>	7	Strawberry pie	2	37	6			
<b>The Pie Hole Truck</b>	8	Coconut crème pie	2	16	4			
<b>The Pie Hole Truck</b>	9	Boston Crème pie	2	27	1			
<b>The Pie Hole Truck</b>	10	Pie hole truck	1	30	1			
<b>Frank Food Truck</b>	1	Calendar of events	1	2	1	40	263	73
<b>Frank Food Truck</b>	2	Frank food truck	1	16	3			
<b>Frank Food Truck</b>	3	Frank corn dog	2	21	2			
<b>Frank Food Truck</b>	4	Frank food crew	1	23	9			
<b>Frank Food Truck</b>	5	TV announcement	3	17	1			
<b>Frank Food Truck</b>	6	Frank's hot dogs	2	23	4			
<b>Frank Food Truck</b>	7	frank hot dog	2	21	3			
<b>Frank Food Truck</b>	8	frank food truck	1	20	1			
<b>Frank Food Truck</b>	9	food being prepped in the back	1,2	14	1			
<b>Frank Food Truck</b>	10	Cupcakes from frosted frenzy	4	16	7			

<b>Frosted Frenzy Truck</b>	1	calendar of events	1	13	2	183	546	83
<b>Frosted Frenzy Truck</b>	2	pack of cupcakes	2	21	1			
<b>Frosted Frenzy Truck</b>	3	pack of cupcakes	2	32	3			
<b>Frosted Frenzy Truck</b>	4	pack of cupcakes	2	37	4			
<b>Frosted Frenzy Truck</b>	5	calendar of events	1	18	5			
<b>Frosted Frenzy Truck</b>	6	Frosted frenzy truck	1	18	1			
<b>Frosted Frenzy Truck</b>	7	frosted frenzy truck with customers in line	1,4	12	3			
<b>Frosted Frenzy Truck</b>	8	calendar of events	1	23	6			
<b>Frosted Frenzy Truck</b>	9	pack of cupcakes	2	36	6			
<b>Frosted Frenzy Truck</b>	10	easter cupcake	2	32	3			
<b>Chedda Truck</b>	1	Chedda Truck burger	2	45	1	770	1335	1286
<b>Chedda Truck</b>	2	field greens for burgers behind the scenes	1,2	31	2			
<b>Chedda Truck</b>	3	staff meal	1,2	36	1			
<b>Chedda Truck</b>	4	waffle burger	2	70	13			
<b>Chedda Truck</b>	5	calendar of events	1	27	27			
<b>Chedda Truck</b>	6	Chedda Truck	1	27	6			
<b>Chedda Truck</b>	7	Chedda truck dessert	2	48	7			
<b>Chedda Truck</b>	8	customer with cheddatruck	4	20	1			
<b>Chedda Truck</b>	9	Chedda Truck burger	2	40	3			
<b>Chedda Truck</b>	10	Chedda truck chefs	1	48	2			
<b>Hey Joe Truck</b>	1	Calendar of events	1	7	1	327	430	350
<b>Hey Joe Truck</b>	2	Hey Joe meal	2	17	1			
<b>Hey Joe Truck</b>	3	hey joe meal bun	2	17	4			
<b>Hey Joe Truck</b>	4	Calendar of events	1	9	2			
<b>Hey Joe Truck</b>	5	Calendar of events	1	9	1			
<b>Hey Joe Truck</b>	6	shaved ice from another truck	2,4	32	3			

Hey Joe Truck	7	ingredients for meal	1,2	19	5
Hey Joe Truck	8	Lamborghini, no branding	0	18	3
Hey Joe Truck	9	hey joe noodles	2	22	2
Hey Joe Truck	10	hey joe bun	2	22	1

## Appendix F: Focus Group Questions & Responses

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### Set #1

1. Why did you create an Instagram account?

- I love taking photos
- I want to keep up with friends' lives and I think I'm pretty nosey about their lives as well
- I love Instagram. It keeps me up to date on friends' lives, and I enjoy following fashion and blogs and people who bake and cook. I also have an account to get style ideas
- I live far away from friends, it's the only way to keep up with what they are doing, seeing what they use on social media.
- It's my second major, photo journalism major, so I get a lot of practice taking photos and styling them.
- My brother created the account for me and I didn't know how to delete it, it's a great way to brand and showcase what is going on with the fraternity.
- It's a good way to use hashtags and search for things and follow a topic like primp accessories. I was also on a healthy kick, easy to search things, whole30, gluten free

2. How long have you had an Instagram account?

- three years
- one year
- one year
- year and three months
- one year
- within the last month
- within the last month

3. What types of accounts do you follow on Instagram?

- Friends and celebrities
- friends, designers
- friends
- friends, restaurants, clothing stores
- fashion bloggers
- fashionable people, target, follows target for contests
- nail lady

4. How would you describe your Instagram usage?

- Active



- Passive, only posted two pictures, post pictures to founders day, celebratory picture, use it to showcase how celebrating
- Scroll through photos until she sees all pictures possible, visits once a day, at least once a day, posts once a week, posts mainly what you are eating if it's exciting
- Active on Instagram, recently got a comment back on a celebrity she follows, on bachelorette, gluten free, wrote whole life story and she message lizzie and gave her tips and ideas, super exciting, skyrocketed in lizzies book
- Use Instagram to like everything, post once a month
- Only check when he posts something, posts sporadic, most uses it to post, not check, once post, scroll, get bored or look for momentous occasions

**Set #2**

5. Do you follow any brands?
  - a. Fashion stores, primp, parc boutique
  - b. Target
  - c. Sports teams
  - d. Target, watch for new styles
6. Do you follow any restaurants/food brands?
  - a. Blue door pub, burger of the moment, burger of the week, happy hour, cognitive, finding out more information about the restaurant
7. What motivates you to follow a brand or business?
  - Information, deals, ideas
  - Usually finds herself on Instagram when she is waiting or bored
  - Only opens Instagram when someone tags or mentions
8. What motivates you to unfollow a brand or business?
  - Duckface, only selfies
  - Minneapolis skyline, when that is all people post constantly
  - Stopped following sister for a while because she was having too much fun
  - Same thing over and over again, repetitive, not posting
  - Quotes about complaining about life
  - Uninterested in them, now that some are older they don't care

- Fashion blog, international, only look the same, no variety, not being realistic, want to be in tune with people.

9. When do you like pictures?

- If I see my face in them.
- If something is funny or inspiring
- Relate to it, someone getting married, celebratory
- Connect with friends, familiar with situations in their lives, probably going to like it, cool location, know the backstory, more connected to post

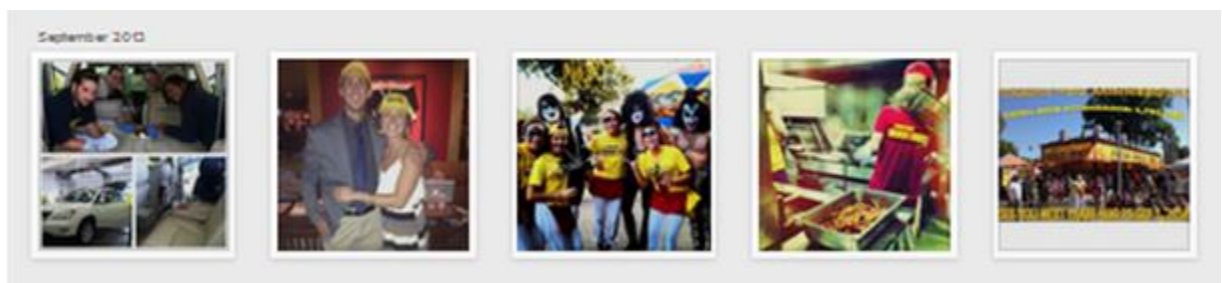
10. When do you comment on pictures?

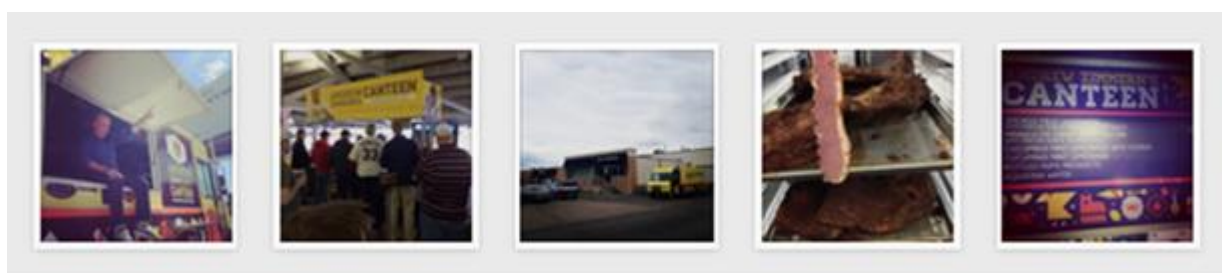
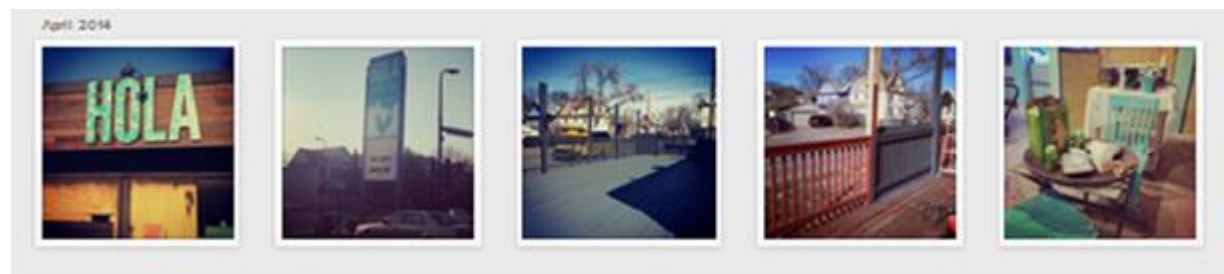
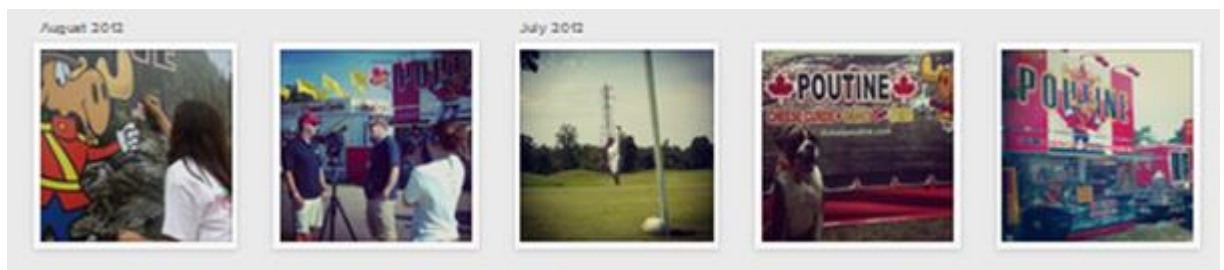
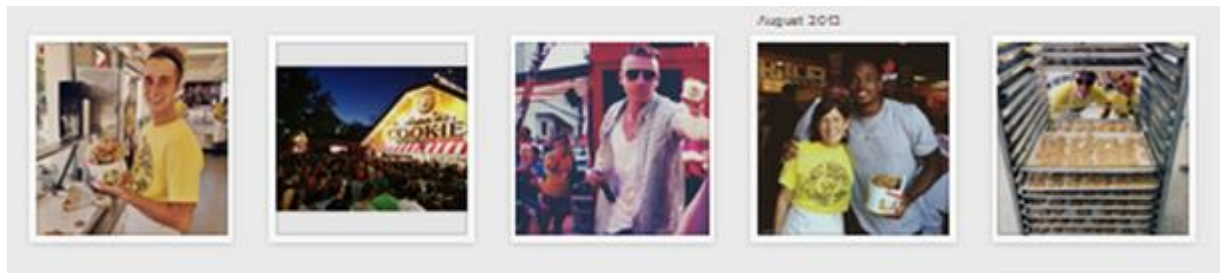
- celebratory, well wishes
- would have to know the person really well
- question for the poster
- If the post has to do with me, I will comment

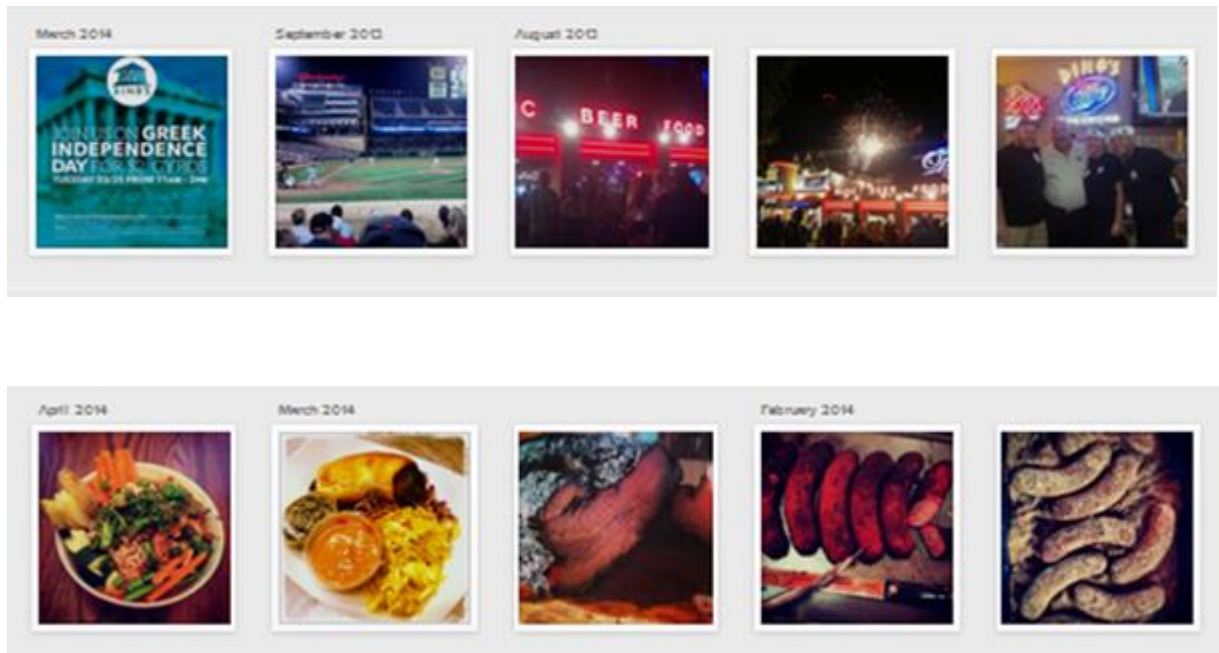
### Set #3

11. What do you think about the following Instagram posts?

- clock sticks out the most because it is so random
- Macklemore, friends at the top – most recognize the,
- The photo with KISS is really good would not like any of them
- Fries because I like the fry stand
- Cookies because sweet Martha's is good
- I would probably like them more if my friends or family were in them.

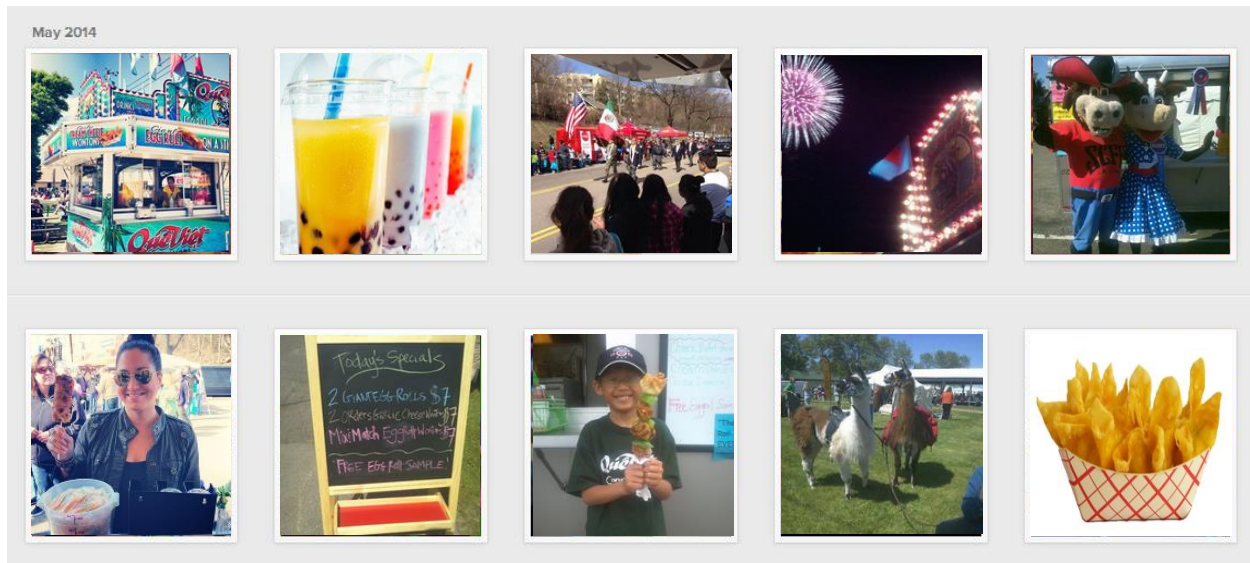






## Appendix G: Focus Group Mock-Ups

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What are your thoughts on these Instagram posts?

Kid – because he is so cute because he has the food

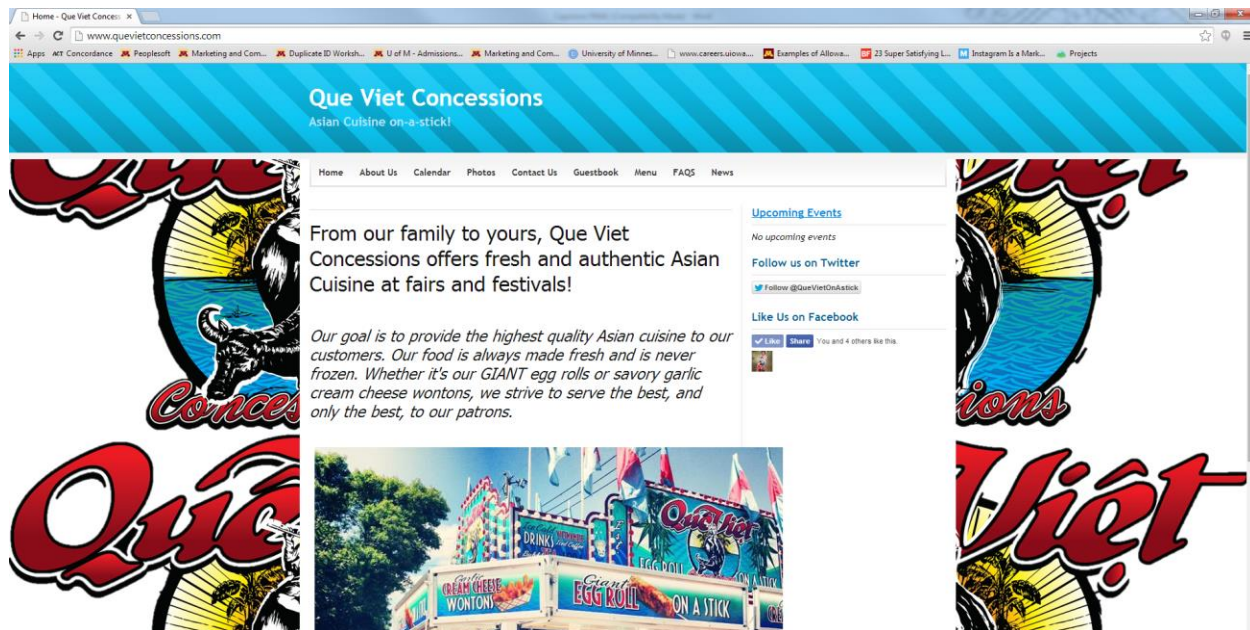
Bubble tea because its colorful and seems almost too commercial

Cinco, fun, cute, and food and he is adorable

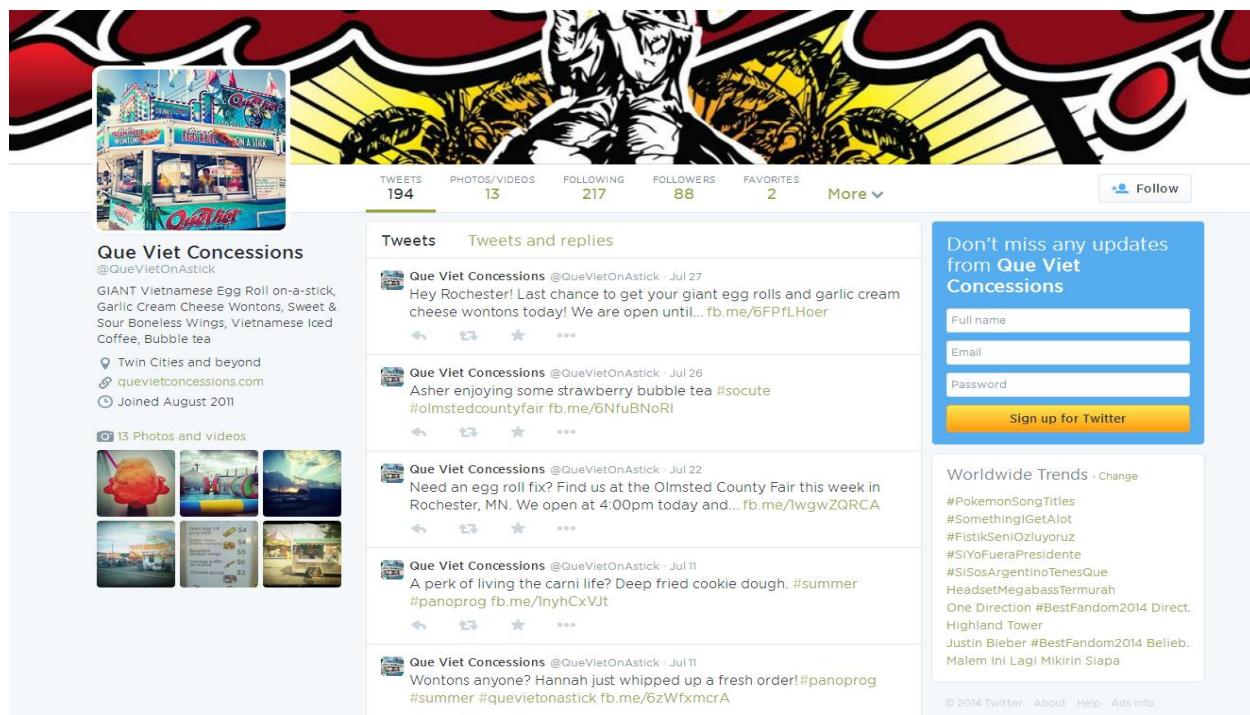
No connection to like him, captions , like it and get 10 cents off, generally would like business

## Appendix H: Social Media Snapshots





[www.twitter.com/quevietonastick](http://www.twitter.com/quevietonastick)



[www.facebook.com/quevietconcessions](http://www.facebook.com/quevietconcessions)

Page


Activity

Insights

Settings

Build Audience

Help



Que Viet Concessions Company

LikedFollowingMessage

Timeline

About

Photos

Likes

More

292 likes

Chuong Nguyen, Sydney Tran and 139 others like this.

Promote Your Page

Connect with more of the people who matter to you

Promote Page

Invite your friends to like Que Viet Concessions

Thi Tran

Invite

Quyen Bui

Invite

See All Friends

PHOTOS


StatusPhoto / VideoOffer, Event +

What have you been up to?

Que Viet Concessions

July 27

Hey Rochester! Last chance to get your giant egg rolls and garlic cream cheese wontons today! We are open until 6pm tonight. #olmstedcountyfair #quevietonastick #summer



THIS WEEK

0Page Likes

135Post Reach

UNREAD

2Notifications

0Messages

Recent

2014


2013

2012

2011

Founded

See Your Ad Here



Que Viet Concessions

Hey Rochester! Last chance to get your giant egg rolls and garlic cream cheese wontons tod...

Boost Post